

Connecticut Industry



August
1930

In This Issue

Catering to the Changing
Fancies of Women

By Allyn B. McIntire

How's Your Mental
Turnover?

By R. H. Dick

Connecticut Loses a Great
Educator

By E. Kent Hubbard

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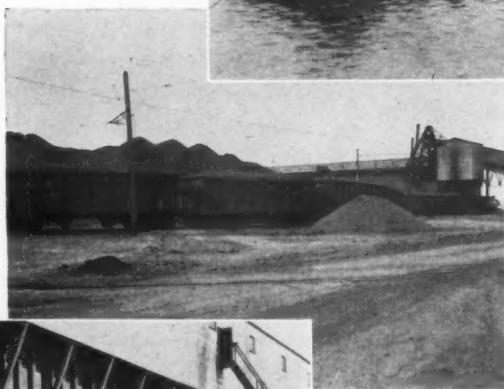
HARTFORD-CONNECTICUT TRUST BUILDING
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FIRST NATIONAL BANK BUILDING
BRIDGEPORT, CONNECTICUT

Right—Barges loading
coal for delivery at
T. A. D. Jones dock.



Below—Loading railroad cars
at the T. A. D. Jones plant.



Below—Fleet of trucks
loading from chutes
at T. A. D. Jones plant.



Bottom—A sec-
tion of coal
storage pile at
T. A. D. Jones
yard.



A

*Stabilized
Coal Market
For*

Connecticut Manufacturers

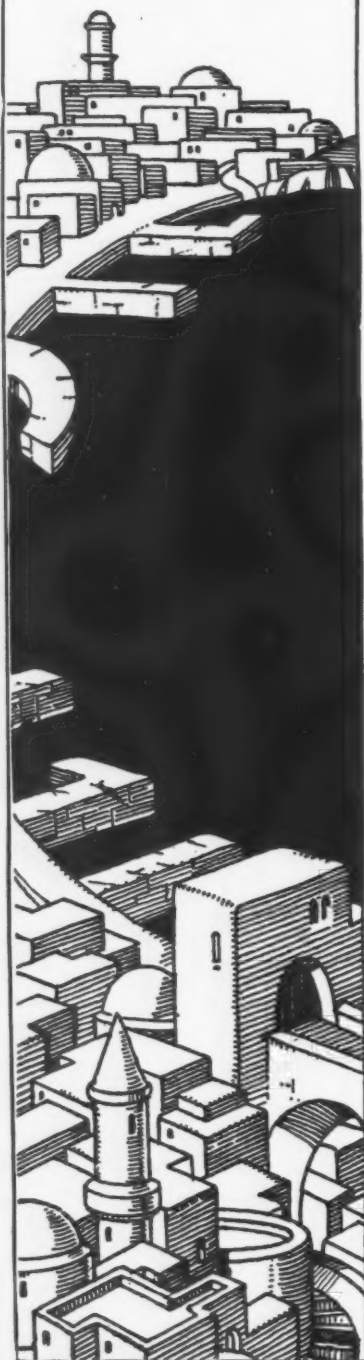
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BRIDGEPORT

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NEW YORK

Ur of the Chaldees



The second significant chapter in the story of ships and shipping centers around the ancient Chaldeans. As with the Egyptians, so with the Chaldeans, . . . their earliest records refer to maritime activities. When Abraham resided at Ur, that city, although today its ruins are far inland, was the great seaport of that ancient empire, a city with a fine harbor and extensive docks, and the resort of many foreign traders.

Important in the collection of laws codified by Hammurabi, emperor of the Chaldeans and known to history as the great lawgiver, were those relating to ships and shipping. One of these laws, the essence of which is embodied in maritime principles of today, reads: "If a ship going forward has struck a ship at anchor and sunk her, the owner of the ship that has been sunk shall recount before God whatever he has lost in his ship, and the owner of the ship going forward which sank the ship at anchor shall render to him his ship and whatsoever of his was lost."

Here, then, was an empire of four thousand years ago with a seafaring people and a shipping trade of enough importance to warrant special laws for their regulation.

Having no compass or means of determining longitude, the early Chaldean sailors for the most part coasted along the shore. But as they are known to have been adept in astronomy and mathematics, it is accepted that they were able to use the heavenly bodies as guides to navigation.

While no exact dimensions are available, descriptions of their legendary vessels indicate they were larger than those of the Egyptians, one in particular being held to have exceeded 400 feet in length. + + + + + + +

AMERICAN-HAWAIIAN STEAMSHIP COMPANY

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L. M. Bingham, *Editor*

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THE SHIPPING BOARD MUDDLE

To those who have contact with Washington there comes, from time to time, persistent rumors that all is not well with the Shipping Board. It is a well-known fact among those who have followed the situation that the Board, which is composed of seven members, is split five to two. Chairman O'Connor and Vice-Chairman Plummer, a Hoover appointee, are the only men upon whom the President may be said to be able to depend.

There are many murmurings in connection with the sale of the two trans-Atlantic steamer lines to the Chapman interests, and there are murmurings as to what is contemplated in connection with the sixteen shipping lines still to be sold.

The Interdepartmental Committee, composed of the Secretary of Commerce, Postmaster General, Secretary of the Navy, and Chairman O'Connor apparently have their hands full in their determination to sell two trans-Atlantic lines to the present operating company.

The present situation has all of the earmarks of one of the messes which seem to dog the attempt to establish a merchant marine.

With the development of our foreign trade, with the signing of the London Pact, and other treaties for the promotion of peace, and with the real necessity for placing the American flag in its rightful position on the seas, the American people are vitally interested, and it may be safely said that it is their hope that the administration will take more vigorous and certain action than it has in the past.

Edmund S. Kennedy

Catering to the Changing Fancies of Women

By ALLYN B. McINTIRE

Vice-President, Pepperrell Manufacturing Company

CERTAIN sections of the textile business used to think that women's tastes were static. They assumed the goods which women consumed would always be the same. These textile manufacturers worked on the plan that what a woman wanted at a certain season, would be what she wanted forever.

Then they found that these same women played false. No sooner would a well established fabric settle down to a secure position, before a group of forward-thinking women would forsake that cloth and fasten their affections on some attractive upstart. Not only that, but these women would look for new ways in which to purchase these fabrics. Packaging appealed to them just the same as ornaments on a dress.

For some time it looked as though the task of changing fabrics to meet the whims of women would be a tremendous job. Very soon manufacturers found that not only was it interesting to



Manufacturers who appeal to the whims of woman's fancy have won more than half the battle of destructive and profitless price competition.

play along with the changes that women liked, but it was also mighty profitable. They found after several trials, that they could actually guide these tastes of women into channels where they wanted to lead them.

Then, textile men began to work on the assumption that it would be a lot better to try to sell women what they wanted, rather than what they, as manufacturers, wanted to make. And so, of course, the first thing to do was to decide what fabrics fitted their production facilities, and also fitted the needs of the modern woman. Although sheets and pillow cases look like pretty prosaic goods, they were one of the first group to reflect this change and set the pace for various others which followed.

Right now there are nearly two million colored sheets and pillow cases gracing the beds of proud home makers—a fact which is certainly adequate proof that the stark



The prosaic sheet steps out into fast company as packaged for Mother's Day gifts.

cold white sheets which never gave the slightest resemblance of style, could be very slightly changed to give women what they wanted, when they wanted it. You would hardly expect that to take an ordinary white sheet and tint it a pastel color would cause such a flurry, not only on the part of the consumer, but all down the line through jobbers and retailers. The effect that you want to make upon a woman, especially on the basis of style, must be accompanied by adequate recognition of the devices necessary to sell this style by the jobber, the retailer and, of course, the manufacturer.

Buying Urge Lacking

The domestics department of the average retail store used to be a very cold and unattractive place. White sheets and pillow cases were piled on top of counters, under counters and on the shelves. All in all, they gave an appearance well divorced from any resemblance of the buying urge. To dress up this department and place some color in it, looked like folly. But other manufacturers had helped to get the idea under way.

Period furniture, painted furniture, new wall coverings which were exhibited in the store, headed up to one point—bedrooms required

styling. So the textile manufacturers decided that the bedrooms would get this, aided and abetted by colored sheets and pillow cases. Of course, you cannot just go to a group of women and say, "Here are some colored sheets and pillow cases—we want you to buy them." When you did that, you would be giving no reason why they should purchase them. Where the price is slightly higher than white goods, the chances are you would not meet with much success.

Advertising Lends a Hand

So by taking advantage of the ante which the furniture manufacturers had already contributed, it was decided that to sell colored sheets as part of an ensemble, would be the key to the situation. Through color pages in the major women's magazines, colored sheets and pillow cases were presented as the key to attractive bedroom ensembles. It was pointed out that after all, the bed is about the largest object in any bedroom, and that the color it reflected should be the keynote for other articles, such as furniture, the floor and walls. So in meeting the changed desires of women in different types of furniture, sheets and pillow cases stepped out into a major position.

Department Stores Dress Up

Not many weeks after this idea was first



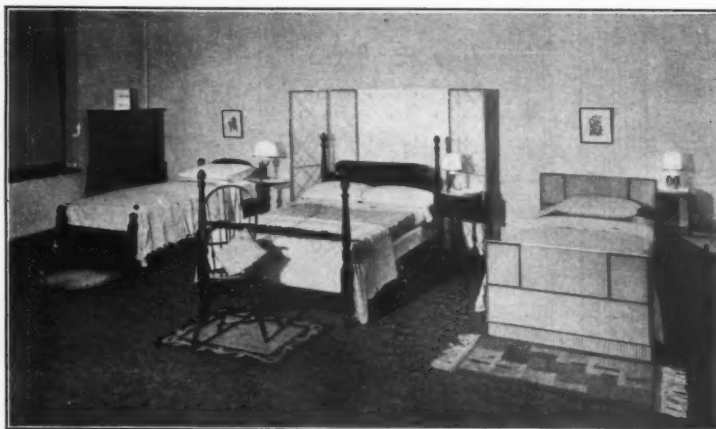
Crib sheets and blankets combine in this unit ensemble to carry color harmony into the nursery.

launched, the department stores grabbed hold of it, and started to build on it as the foundation for reviving interest in their domestics departments.

A good many of the larger stores throughout the country took a section about 6' x 9' in their stores, and installed beds, furniture and simple accessories for a practical bedroom. They showed the colored sheets in all their glory, and blended with them rugs, wall coverings and the right type of furniture. Then they sent out notices to women and also advertised in the paper, inviting them to come and see an actual demonstration of style in bedrooms. Women came. They saw what a simple thing such as colored sheets could do, and their minds began to work. They realized that the bedroom was about the last vestige of mid-Victorianism and that it was due time for it to undergo a change. The simple expediency of putting colored sheets on the bed attracted them because of its practical application. Their minds were ready to accept this innovation, and because the manufacturers had made the start, they were in a position to offer goods that were just what women wanted.

Radio Widens the Appeal

The radio helped to carry this idea, of color in the bedrooms merrily along. Wednesday mornings at ten o'clock householders were told about colored linen in modern homes, over the radio. In the course of a year, over 37,000 women wrote asking how they could dress their own bedrooms in color. They received a 32-page, four-color, booklet which told them. In this they saw specimen rooms dressed in colored bed linen and furniture to match. A good many of them took such an interest in this change that they wrote personal letters, asking how they could select the right kind of fabric for curtains, or the right kind of a rug for the floor that would match lavender, peach or maize sheets. The more they worked on this idea, the more they became interested in it. Finally they reached the point where they found that the color in their bedrooms actually reflected the personality of themselves.



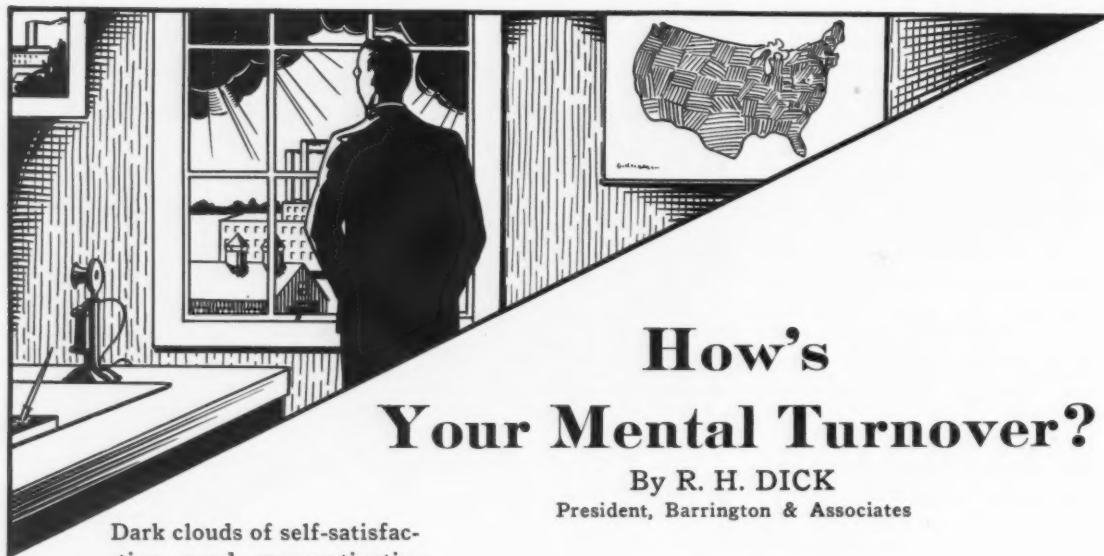
Three specimen bedrooms as presented in department stores to illustrate the use of colored sheets. The rug, furniture and wall hangings jibe in every detail with the color scheme of the linens.

Blue became a color for blondes; peach was the color for brunettes; and those women with white hair found that lavender was the best interpretation of their personality. This carried colored sheets and pillow cases to the very closest interest of any housewife, and as a result, she accepted them as standard house furnishing articles. All the time that women were becoming more enthusiastic over colored goods, the manufacturers were watching this change dove-tail directly with their own production facilities. This, of course, is an ideal situation. It is brought about by willingness on the part of the manufacturer to recognize what women want, in relation to his own products, and then go about and sell that to them.

Price vs. Style

The retail stores got a lot of good out of the entrance of colored sheets into their domestic section. Formerly they had been running white sales several times a year and selling the women of the community on sheets at a price. Of course, any retailer regrets the necessity of this, but being a trade custom, the consumers looked for it periodically and the retailer had to hang on the best he could. But with colored goods on his shelves, he was able to meet the women on a basis entirely apart from that of price. He talked to them about style, and about bedroom ensembles. As a result, when a woman came to the store and looked at blue sheets, or peach sheets, she was

(Continued on page 24)



Dark clouds of self-satisfaction and procrastination often dim the vision of the executive who sticks too close to his desk.

How's Your Mental Turnover?

By R. H. DICK

President, Barrington & Associates

EVERY business man, every executive in charge of a business, should pause at least once a year to contemplate his enterprise from a detached viewpoint.

It is advisable to make the detachment physical as well as mental, and go to some quiet, distant place where the surroundings will be definitely different (the seashore is ideal for such a purpose). Viewed from an unfamiliar angle, the executive may see things he could not see sitting in the office back home. Propositions that seem very important back there may not appear nearly so important when seen from the new viewpoint. On the contrary, some things before regarded as non-essential, or perhaps not even noticed, may be revealed by the new perspective as of first rate importance. Dangers heretofore unseen may suggest themselves in calm reflection, in new surroundings.

The older the enterprise and the more traditions it has, the more important is such contemplation. Many concerns have passed into oblivion because complacency prevented recognition of danger signals. Few things "just happen" in the business world without some sort of forewarning being given somewhere, somehow. "Coming events cast their shadows before," usually.

This calm reflection should not be devoted wholly to the affairs of the executive's own

business concern and the industry of which it is a part. He should try to see his business as others see it, not only in comparison with direct competitors but also in comparison with other industries that indirectly compete with or in some way influence his own industry's destiny.

These are the days of the questionnaire, and every executive should prepare one for himself and prayerfully answer its queries. What are some of the questions that he might well ask himself? A few follow, merely as suggestions. Solitude and his own thoughts will suggest a host of other questions to the executive.

In answering these questions it would be well to forget, Mr. Executive, that you are the august President of a business concern, deferred to on every hand. Instead, treat yourself as if being cross-examined by a merciless prosecutor. Be just as brutally frank as a prosecutor in framing your questions, and be as mercilessly frank as you possibly can in answering them. Unless you are willing to be thoroughly honest with yourself, the whole process will fall short of accomplishing its purpose.

Remember that a handicap under which the chief executive of a successful enterprise works is the fact that there is usually no one to tell him how he really looks in the eyes of the world. His Board will not—it judges him only—it does not often really guide or counsel. If

he produces, well and good; if he does not produce, he is placed "under fire."

His subordinates will not tell him all of the truth, for obvious reasons. There is no one to effectually curb action but the executive himself when he is about to make a decision that may be the turning point downward for his enterprise. Even the President of the United States, hedged about as he is by the deference and respect paid his high office, is in a more fortunate position in this respect than is the head of a commercial corporation. The President's problems are public problems and his office is so exalted that he has the benefit of public opinion.

First of all let the executive ask, "Am I working with a definite plan or am I allowing my enterprise just to drift along, doing only those things which precedent or expediency dictates? In case I have no well-defined plans, why do I not have?" These are only the first questions of a series that should be very frankly put and as frankly answered. The two following will serve as further examples—

"Is it because I do not have sufficient imagination and vision that I fail to initiate and put through new plans?

"Or, is it because I procrastinate or am just plain lazy?

"What should my plans be?"

That such questions open other series is obvious, but the exact nature of the plans will of course be dependent upon the character of the enterprise.

"Is my product or line really as good as it should be or am I like the parent of a spoiled child, unable or unwilling to see its faults? Am I allowing the fact that it is mine to prevent my seeing defects in it that outsiders readily see?" Loyalty and liking for that which is one's own are good qualities, in some respects, but they should not be allowed to influence a business man's judgment. Remember that in the mass, and in the long run, the public is not influenced by sentiment in what it buys. Nor does it respect age. Many concerns are now but a memory because their management, in the heyday of prosperity, could not conceive

that the House of Conservatism & Company could ever be wrong or come to days of adversity.

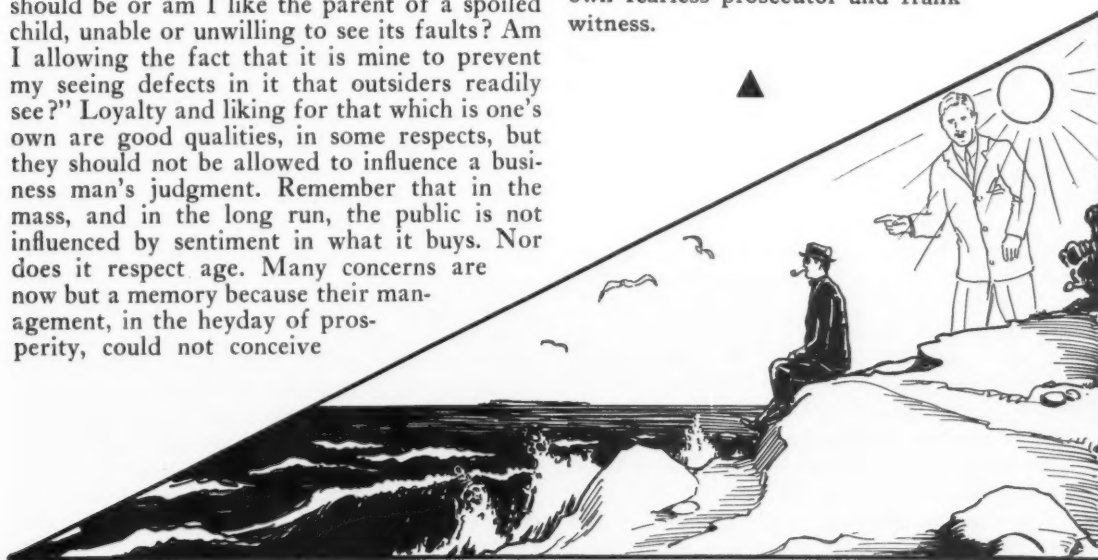
"Even though the public may accept my line today, will it do so tomorrow?" Recall the many products known yesterday which to our children are probably little more than names, if even that. "Is my enterprise prosecuting technical research as vigorously as it should? What would I do if a competitor were to suddenly announce a product so superior to mine that I could not possibly hope to compete with it?" It is only reciting history to say that such things do happen.

"What would I do if another industry were to invade the field of my industry, as so frequently happens? Am I merely going to rail at fate, or have I read the handwriting on the wall and taken the steps necessary to put my own house in order? In short, am I seeing to it that my technical department keeps me abreast of the developments in all fields of science and engineering that could possibly affect my enterprise?"

"Is my organization actually functioning smoothly, or does it just seem so to me? Am I allowing myself to see it only as I wish to see it or as my immediate subordinates would have me see it?"

"Am I handicapping my enterprise by keep-

The seashore lends a new perspective to the business problems of the man who is willing to be his own fearless prosecutor and frank witness.



ing mediocre men in key positions because of considerations of family or friendship?"

"Do I have any conception of how my organization looks to the underlings in it?" It would be worth thousands of dollars to many concerns if their heads could know even a part of what the privates in the ranks think and say about their superiors.

"Do I encourage suggestions from employees, even from the humblest? Can my employees make suggestions with assurance that they will receive the credit for them?"

"Is my organization really loyal, or is it so managed that the employee's only interest is in his wage? If the latter is true, is it not a reflection upon my leadership—upon my conception of my stewardship?" The executive or the employee who is in business for money only cannot be a fully efficient man and he is missing one of the greatest joys of life—the satisfaction, the peace which passes all understanding, that comes from the consciousness of rendering service.

How frequently do you reflect that executives in this capitalistic country owe it to employees to make the work, in which they must spend the major portion of their waking hours, a real pleasure as well as a mere source of the wherewithal to sustain life? In another part of the world an economic experiment of unparalleled magnitude is in progress today which, if it succeeds, may represent a distinct challenge to many phases of our capitalistic system.

"Is my concern slipping in its quest for business? Are my distribution policies adapted to the needs of the times, or am I trying to meet modern conditions with the methods of bygone days? If I conclude that I am using obsolete methods, what am I to do about it?"

"Have I the figures necessary to tell me how really efficient my sales organization is? Am I giving my sales people the assistance to which they are entitled or are they left too much to their own resources? Are my salesmen making a good living or are they just eking out an existence? If the latter is true, why do I not try to do something to improve conditions? What can I do?" Rapidly changing economic conditions require these questions to be answered promptly—not two or three years from now.

"Is my market changing? Are there any indications that it may change? If it does change, how is it likely to change?"

"Am I going to prepare for changes or am I going to take the easier course and drift along

hoping that some fortunate turn of affairs will come to my timely rescue? Am I working my markets intensively or am I dissipating my efforts in trying to cover too much territory?" Such questions demand that steps be taken to supply answers, adequately and promptly.

Before he bids goodbye to wind and waves, to forest murmurs, to the great wide open spaces or whatever place he may have selected for his self-examination, the Executive should ask a few questions about his personal foibles and weaknesses.

"Do I act upon impulse without having made sufficient investigation? Why do I do it? Do I allow prejudice to influence me in making decisions? Why do I allow it to do so? Do I agree that facts and figures should be my guide and then act upon 'hunch'? If I were Chairman of the Board and looking for a head for my own Company, would I choose a man of my type, ability and experience for the position I hold? Wherein do I fall short of meeting the qualifications and why? Am I conscientiously trying to improve myself wherein I believe myself deficient? I demand of subordinates that they improve themselves and enhance their value to the concern, why should I not demand the same thing of myself?"

* * * * *

We are entering an age of investigation and thought—a period when effort must be intensive, while heretofore it has been extensive. Just as the days when land in this country could be had for the taking have gone forever under the pressure of expanding population, so in the world of business the days when the problem was merely to supply demand have gone due to the pressure of over-production. Now the buyer can choose, and competition for the buyer's favor means, fundamentally, that the producer must now use his brains more intensively than ever before, and with especial emphasis given to all factors that do or can have any bearing on the distribution side of business.

One good way for the responsible executive to renovate his thinking processes, to induce detached and unbiased thinking, and to stimulate constructive thinking, is to actually and physically have a change of scene. If the executive undertakes this change of scene, unaccompanied by business associates and fully determined to be utterly frank with himself, worthwhile business benefits can scarcely fail to result. Those individuals who have tried the plan can testify to its value.



View of East bound classification yard at Cedar Hill, taken prior to car retarder installation. The installation of retarders did away with the necessity for "car rider" tracks as shown at right entering tunnel.

How Freight is Handled at Cedar Hill Terminal

By J. A. DROEGE

Vice-President and General Manager of The N. Y., N. H. & H. R. R. Co.

A YEAR ago, speaking at a dinner in his honor given by the New Haven Chamber of Commerce, J. J. Pelley, President of the New Haven Road, announced that the railroad was starting work on equipping the big Cedar Hill freight terminal with car retarders, at an estimated cost of approximately a million dollars. A million dollar improvement to a plant which it cost the railroad something like nine million dollars to build only a dozen years ago!

How many of our Connecticut manufacturers have any real idea of the tremendous expense to which the railroad is put to provide facilities which will furnish them with the highest grade of transportation? How many have any idea of the multiplicity of detail concerned with the operation of such a tremendous

freight terminal as Cedar Hill, which covers 880 acres of ground and contains 130 miles of track? And how many have any real idea of the benefits which accrue to them through the workings of this ultra-modern transportation plant?

Just what is "Cedar Hill," anyway?

Cedar Hill is a centralized sorting and distributing point for railroad freight, where work that under old conditions was done in bits here and there, is now done much more efficiently and economically in one place.

Roughly speaking, it is divided into two main functions: classification and forwarding of carload freight; and receipt, classification, and forwarding of less-than-carload freight. For the former process there are receiving, classification and departure yards for eastward and westward

Cedar Hill is a centralized sorting and distributing point for railroad freight where work, formerly done in bits here and there, is now done more efficiently and economically in one place.



Transfer Platforms at Cedar Hill Terminal

freight, and for the latter there is a layout of transfer platforms.

The job is essentially the same in both instances, except that in the one case it is cars which are received and sorted and made up into new trains, while in the other it is individual packages and bundles and crates which are received and sorted and made up into new cars.

A Typical Example

Selecting a train at random from among those arriving at Cedar Hill on June 10th, for instance, we find a train which arrived at 8:30 A. M. from Maybrook, N. Y., with 68 cars from western connections enroute to 34 different destinations. This train pulls in on one of the nine tracks of the New York and Maybrook Receiving Yard, which in turn is one of fourteen different yards in the Cedar Hill Terminal. As the train arrives in this yard, the conductor immediately takes his batch of waybills and field report to the yard office, where an operator immediately makes a list of all the cars in the train, showing car number, nature of contents, weight, destination, and the track number to which the car is assigned. This list is made up on a teletype machine, which automatically records the identical information in the three towers which control the classification yard where the train will soon be switched and the cars sorted out for their varied destinations.

In the meantime, inspectors have been proceeding down the length of the train, thoroughly inspecting all the cars to make sure

that no mechanical defects have developed which require attention before the car is allowed to proceed further on its journey.

By the time the inspection is finished and the train list made up, the engine which brought the train to Cedar Hill has been uncoupled, and a specially designed three-cylinder "humping" engine has taken up its position at the rear ready to push the cars over the "hump" or raised portion of track from which they are to glide down grade by force of gravity to their assigned tracks.

As the cars are pushed up the grade to the apex of the hump the engineer is guided by a signal at the hump, repeated at intervals down the line, and if the train is a long one he may be as much as a mile from the hump when he begins operation. The yard conductor is stationed at the hump, with a copy of the switch and humping list in his hand, and as the cars reach the apex he pulls the uncoupling lever to detach one, two, or more cars which may be destined to the same track in the classification yard.

There is a loud speaker telephone right at hand, which connects with the hump yardmaster, the three towermen, two "skatemen," and the yardmaster at the other end of the yard, so that in case any changes may be decided upon from the track assignment as shown on the sheet, this fact can immediately be made known to all the other men involved in the operation.

In the meantime, a man in a tower directly alongside the "hump," takes a position di-

rectly in front of a double row of levers, one set of which is for operation of the switches within his control, and the other for the operation of the car retarders.

The car retarders, which are the very latest wrinkle in freight terminal operation, enable the towerman to control the speed of the cars as they go down the grade from the hump, by the operation of a device which exerts pressure on each side of the wheels of the car as it passes through certain portions of track. In other words, the wheels are "pinched" as the car passes these points, and the force of the "pinch" can be regulated in four different degrees of pressure, depending whether the car is heavily or lightly loaded. This replaces the usual method of having a brakeman ride the cars and control their speed by the use of the hand brake. The operator in the tower, as previously stated, has already received the train list on his teletype machine, as made out in the yard office, showing the track destination

and weight of every car in the train.

The operator in the "hump" tower controls the operation of the first retarder unit, which is located at a point just prior to where the single hump track is split into a group of three, controls the operation of those switches, and also controls the operation of retarder units on all three tracks of this group before they are each again split into a cluster of three additional tracks, spreading out fan-wise.

From this point control is taken up by the other two towers, one located at each side of the yard, and each having control of the switches and retarders in half the yard, which contains a total of 51 tracks.

All of the cars, for instance, destined for Boston are switched to a certain designated track, for Worcester on another track, and so on and similarly all the cars with less-than-carload freight, and which must go to the transfer station, are put on a certain track.

Down at the lower end of the yard are the two "skatemen," whose duty is to stop the cars when they reach the end of the yard, if necessary, by placing "skates" on the rails, and also to set the brakes to prevent cars going beyond the clearance point as other cars are coupled up. The "skate" is a piece of metal which fits over the top of the rail. The car



Above—Tractor operation at L. C. L. transfer.

Right—View of cars going over the "hump." Car riders are no longer necessary since the installation of retarders.



wheels run up onto the skate, which moves along the rail with the car, the weight of the car and the friction between the rail and skate retarding its progress.

Under normal operation, within an hour after a train enters the receiving yard, all of the preceding operations have been completed and the cars sorted out and placed in the make-up of new trains for continued operation toward their destination.

Twenty-Four Hour Service

In order that operation of the terminal can be accomplished just as efficiently at night time as in the daytime, the terminal is lighted by 1000 watt flood lights, on towers 70 feet high, and which bathe the whole yards in bright light. Thus twenty-four hour operation is made possible, and this holds true no matter what the weather—for whether fog, or rain, or hail, or snow, the freight must move just the same, and operations of this tremendous freight terminal must be carried on.

As many as 4,947 cars have been classified in a twenty-four hour period at Cedar Hill. Last year the total number of cars "humped" was 1,265,707. In the month of October alone, 123,700 cars were sorted out in the fashion described above.

Operations at L. C. L. Transfer Station

Every morning at 7:00 A. M. all the cars on the L. C. L. tracks are switched into the transfer station. This transfer consists of four platforms 1200 feet long, three of them thirty feet wide and one twenty feet wide, with sixteen double-ended tracks. The freight cars are placed on these tracks so that the doors are opposite each other, and gangways are placed connecting these open doorways, so that it makes a trucking runway through cars on five or six adjoining tracks.

Just as a train list is made up for the sorting out of the cars in trains received at the terminal, so, in the L. C. L. transfer is a list made up of the goods in each car. Just as the arriving cars have been placed for unloading and transfer of the freight to other cars, so have these other cars been placed at certain points to receive freight destined to certain points. Each of the sixteen tracks is arranged in twenty-six blocks, all numbered. The Danbury car or cars may be in block 144, and therefore any freight to go to Danbury is trucked to that block, and so on.

As freight is taken out of cars, it is checked

off by the tally clerk, and is again checked as it is taken into its car of destination. The short distance trucking of this freight is done by hand truck, but the long distance trucking is done by electric tractors, towing strings of trucks.

It is little short of marvelous to watch the work at the transfer sheds. The transfer shed is a veritable beehive of activity, and the facility with which the handlers move around with truckloads of freight is little short of marvelous to the uninitiated. It looks like a lot of running around in circles, but in reality it is all most carefully organized and carefully planned. By noon time from three to five tracks of 28 cars each are cleared and new cars put in their places. At the close of the day all the transfers have been completed and the 20-foot wide track bridges which are placed across the tracks at intervals along the 1200 feet of platform in order to eliminate too long hauls, are pulled up in lift-bridge fashion, and switch engines couple up and take the cars out to be included in the trains for their varied destinations.

As many as 411 cars, covering approximately 80,000 packages on 14,000 waybills, have been taken care of in a single day at the Cedar Hill transfer. The working force varies from 250 to 300 men.

Additional Plant Equipment

In addition to the sorting equipment there is the modern concrete engine terminal, with accommodations for 72 locomotives under cover in individual stalls; there is a modern power plant of 1,000 horse power; there are the inspection pits; there is a tremendous concrete coal pocket; there is an air compression plant; and, though not an essential part of a freight terminal operation, there is also located at Cedar Hill the plant of the American Creosoting Company, where all the ties, timber and other forest products of the New Haven Road are treated with preservative.

All in all, it is quite a plant! Approximately \$10,000,000 worth of railroad facilities, at your service, Mr. Manufacturer!

The facilities are yours to make use of, and because of the tremendous investment they should be utilized to the fullest possible extent, in order to insure their retention in service for your benefit. Furthermore, the whole plant was built with the idea of future expansion very much in mind, so that there is ample reserve capacity for many years to come.



New Haven Takes Over Westchester Railroad

tion of the Boston and Westchester Railway at midnight on June 30. The Boston and Westchester Railway now operates suburban trains in the Bronx and Westchester County.

L. G. Miller, president of the Westchester Line, has resigned voluntarily and J. J. Pelley, president of the New Haven, has taken over his duties. Subsequent to this change, P. W. J. Smith, general superintendent of the Boston and Westchester became president of the New England Transportation Company, which operates buses from New York to New England, and also of the County Transportation Company, operating buses in Westchester County and the Soundview Transportation Company with a bus system in White Plains, New York. A. T. Russell, former president of the New England Transportation Company, retired from that post to give his entire attention to the executive vice-presidency of the New Haven Road. W. H. Foster, general superintendent of the New Haven, became general superintendent of the New York Division of the Boston and Westchester Road, and H. E. Bailly, superintendent of the New York division of the New Haven, became superintendent of the Boston and Westchester.

Eastern Class Rate Decision Unfavorable to New England Industry

The New York, New Haven & Hartford Railroad Company

took over the operation

Although the far-reaching effects of the rates set under the Eastern Class Rate decision, handed down

by the Interstate Commerce Commission on Tuesday, July 8, have not been entirely determined, traffic experts estimate that it will add \$40,000,000 to the railroad revenue in the United States. It will affect New England principally in the class rates between New England and Trunk Line territory.

The decision, by placing Connecticut and the whole of New England practically on a mileage basis, will work a distinct hardship upon industry in this section and will on the other hand favor the Middle Western manufacturer since his location is particularly advantageous to sources of supply. It appears that it will also work to the disadvantage of New England agriculture, since agricultural products were omitted in the upward revision of rates, thus giving an opportunity for Western farmers to compete successfully with those in the New England section.

Bankers and brokers are extremely favorable to the decision, due to the expected upward reaction of railroad securities, which may be anticipated on the basis of increased revenue. On the other hand, many manufacturers may be forced to establish the branch plant system or move their factories entirely into the Middle Western section in order to compete in the domestic market. Such a move would place New England business in a perilous position.

Connecticut industrial concerns will be acquainted with the structure of the new rates by the Association's traffic department and will be asked to figure the new rates as they affect each individually and to compare them with the rates available to their competitors. This comparison may furnish sufficient evidence for

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Rail and Express
Motor Truck Shipments
Parcel Post
Registered Mail

Insure Shipments In The AUTOMOBILE INSURANCE COMPANY

of Hartford, Conn.

Affiliated with the Aetna Life Insurance Company
All Forms of Fire and Marine Insurance



requesting a reconsideration of the case.

New Haven Road Promotes T. F. Paradise

On the retirement of A. S. May on July 1 after more than 57 years of loyal and faithful service, T. F. Paradise, assistant treasurer for the past 27 years, has been promoted to the post of treasurer of the New Haven Road. The careers of both men have closely paralleled each other since both started as boys in the treasury department of the railroad, working their way up through the various steps to their present positions.

800 Go On Southern New England Transportation Cruise

The Southern New England Transportation Cruise, sponsored by 10 traffic and chamber of commerce organizations, was pronounced a decided success since approximately 800 residents of northern Connecticut participated in the cruise to Saybrook Point on Sunday, June 22. The trip was made aboard the steamer "Hartford" of the Hartford Line of the New England Transportation Company. The boat left the dock at the foot of State Street, Hartford, at 9:30 A. M., stopping at Middletown to take on over 100 passengers, and arrived at Saybrook at 2:00 P. M., where a two-hour stay was allowed the passengers to visit nearby points of interest. Music and dancing were the diversions during the trip. A few of the organizations which sponsored the cruise were the Hartford Chamber of Commerce, Manufacturers Association of Connecticut, Hartford Traffic Club, and Manchester Chamber of Commerce.

I. C. C. Makes Known Decision on Western Trunk Line Case



It is lucky for Mr. Phillips that traffic meetings are not regular monthly affairs in his neighborhood.

Although traffic experts have not had time to make more than a cursory survey of the findings in the Western Trunk Line decision, made public a few days ago, it appears that short haul rates have been boosted upward while the rates for longer hauls have been somewhat reduced. The greatest increases in revenue thus far noted are applicable to St. Paul and Minneapolis territory. A complete summary of the comparison of rates will be made public later by the Transportation Department of the Association.

Brain Taxers

1. Do employees engaged in interstate commerce come under the Connecticut Compensation Act?
2. Is there a penalty for failure to swear to town assessment list on real and personal property?
3. Does the Connecticut Compensation law cover an employe hired in Connecticut but sent elsewhere to work?
4. What is Ad Valorem?
5. What is an affidavit?
6. What is a bill of entry?
7. How many gateways does Connecticut have?
8. What is meant by N. O. I. B. N.?
9. What is a "Wharfinger"?
10. What is "W. & I. B."?

See Answers on Page 28

Sound Lines Hearing on July 28

As previously mentioned in the Transportation Department of the July issue of *Connecticut Industry*, the final or Hartford hearing in the Sound Lines Case is scheduled for July 28 in

Savannah Line

FALL AND WINTER SAILINGS

From
NEW YORK TO SAVANNAH
Every Monday, Wednesday and Friday

From
BOSTON TO SAVANNAH
Every Monday, Wednesday and Saturday

From
SAVANNAH TO NEW YORK
Every Monday, Wednesday and Saturday

From
SAVANNAH TO BOSTON
Every Monday, Wednesday and Saturday

FREIGHT

Differential rates apply between the East and points in the South, Southwest and West. Package cars operated to and from Savannah and freight transferred direct between cars and ship thereby insuring prompt and efficient handling.

PASSENGER

Delightful all-expense cruises Boston and New York to Savannah, Tybee Beach and Sea Island Beach — from Boston 11 to 14 days — \$92.00 to \$120.00. From New York — 8 to 11 days — \$80.00 to \$107.00. Cruise fares include meals and stateroom accommodations aboard ship, hotel accommodation (American Plan) sightseeing trips and transfers. DeLuxe accommodations at reasonable additional charges. Through tickets at attractive one way and round trip Winter Tourist fares to all Florida and other southern points.

OCEAN STEAMSHIP COMPANY OF SAVANNAH

New Pier 46 North River — New York, N. Y.

Pier 42, Hoosac Tunnel Docks — Boston, Mass.

the Supreme Court Room of the State Library. John J. Hickey is counsel for the State Sound Lines Committee. If the hearing is not postponed, it will likely be completed and the future of the Sound Lines shipping will be in the hands of the Interstate Commerce Commission by the time this issue is in the hands of readers.

Eastern Railroads Show Decrease in Revenues

During the first five months of 1930, the gross operating revenues of Class 1 railroads in the eastern district totalled \$1,139,851,971, or a decrease of 10.7% below the corresponding period the year before, while operating expenses totalled \$863,832,636, a decrease of 6.9% below the same period in 1929. The net operating income of Class 1 railroads in the eastern district dropped from \$59,620,745 in May, 1929, to \$44,043,811 in May, 1930.

Air Travel on the Increase

Transcontinental Air Transport - Maddux
Air Lines carried ap-

proximately 30,000 passengers and flew more than a million and a quarter miles during their first year of operation, according to a statement by President J. L. Maddox on the anniversary of the inauguration of the service. Joint air service now seems to be definitely established since 20 or more railroads and several steamship lines have entered into interchange agreements.

Air Line Expands Service

After more than a month of successful operation during which time very nearly capacity traffic was experienced, the New England and Western Air Transportation Company, Inc., has expanded its services to include three round trips between Boston and Springfield and two round trips daily between Springfield, Hartford, New York City and Albany. The fact that the line experienced satisfactory passenger traffic from the start shows that air transportation is being accepted by New England. The headquarters of the company are at Springfield.

The Historic Hartford-Albany Turnpike

By I. E. MANCHESTER

Editor, *The Lure of The Litchfield Hills*

FOR half a century or more before the Revolution, one of the important routes from Hartford to the more distant parts of the Colony of Connecticut was a bridle path leading toward the mountains to the northwest along which small settlements began to slowly develop. It first followed an old Indian trail and then as travel increased the General Court in 1758 ordered a highway to be surveyed from Hartford to Canaan. This was constructed two or three years later and became known as the Old North Road, and the main route between Hartford and the lower Connecticut region connecting up with the Mohawk Valley in New York State. It passed over a succession of steep, rocky hills and mountains, and during the Revolution was one of the principal thoroughfares of the two colonies. Over it passed the troops and munitions of the Continental Army and the captured detachments of Burgoyne's army.

In 1798 after using this tortuous road, with its rough heavy grades, carrying supplies in saddle bags and ox carts, the increase in travel led



Haystack Mountain in the distance as seen from Norfolk—Elevation 1683 ft.



Norfolk Green, Norfolk, Conn., on the Hartford-Albany Turnpike. The fountain was designed by Stanford White.

to a demand for a more direct and easier route. The Talcott Mountain Turnpike Company was incorporated to build a road from Hartford to New Hartford and the following year the Green Woods Turnpike Company opened the road from New Hartford to Sheffield, Massachusetts. This became the Hartford-Albany Turnpike and is still known by that name.

This historic road crosses six townships in Litchfield County, namely New Hartford, Barkhamsted, Winchester (where it forms the main street of Winsted), Colebrook, Norfolk, (Green Woods Road, east and west) and North Canaan, covering a distance of about thirty miles. This scenic roadway follows the river courses up through the mountains, gradually climbing up until at Norfolk it reaches an elevation of nearly 1400 feet and then descends again through the Blackberry River Valley with its rich farm lands to the Housatonic. It is well worth a trip to Norfolk in order to catch a glimpse of the Taconic range, twenty miles beyond, veiled in blue haze as if beckoning one onward to discover its mysteries.

The old turnpike, now a beautiful, improved state road, crosses the Litchfield County Line at Satan's Kingdom, a wild, rugged spot with its steep cliffs, clad in hemlocks, where once a settlement of Tunxis Indians lived. Many of their graves and the cellar holes of their rude cabins may still be found. These Indians finally developed into a band of half-breeds and became so lawless that it gained the approbrious

name by which it has been known ever since. The last member of the Tunxis tribe was sent to State Prison for murder.

Beyond the hamlet known as Puddletown because of an old iron puddle furnace, is Pine Meadow, formerly known as Kelloggville, named for the ancestors of Clara Louise Kellogg.

Strakosch, the first great American prima donna, spent the last twenty-nine years of her life at Elpstone, New Hartford. In the latter village Elias Howe, in 1845, while employed in the cotton mills, invented the first sewing machine. On town hill in New Hartford is the summer home of Alma Gluck, Zimbalist, and many other notables.

Just across the line in Barkhamsted, the Green Woods Reservoir floods what was formerly known as Mast Swamp where the colonists from Hartford, Windsor and Saybrook secured masts for their sailing vessels. A short distance from the turnpike above Pleasant Valley is the People's and American Legion Forests, covering several hundred acres with their beautiful pine groves for camp sites on the banks of the Farmington River. There are also many Indian graveyards along the trails which lead to the top of Ragged Mountain where one has a wonderful outlook of the entire countryside. John Brown's grandfather, Lieutenant Gideon Mills, lived near Pleasant Valley and John as a boy lived there for a time.

Five miles further on is Winsted, an important center for tourists, with eight state roads radiating in every direction, and Highland Lake nearby which has been a summer resort for the past fifty years. Colebrook, five miles further north of Winsted, is a delightful town and popular with summer vacationists. Few places are developing more rapidly

than the hill-top town of Norfolk with its magnificent estates, golf courses, trout brooks and sparkling lakes.

Six miles beyond lies the village of Canaan at the cross roads of the Litchfield and Berkshire Hills districts, traversed by the beautiful Housatonic river and walled in on the south and east by the majestic Canaan Mountain. The air-minded can go to Canaan by plane where they will find an excellent landing field, to start out in half a dozen different directions with Twin Lakes as one of the principal objectives.

An excellent weekend drive is through Canaan, Salisbury, Lakeville to Sharon. Another leads south from Canaan to Cornwall Canyon, following the Housatonic to Kent and New Milford, returning by way of New Preston, Litchfield, Goshen and Torrington.

CHALYN LODGE

at

Lake Waramaug

New Preston - Connecticut

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HOTEL MARTINI

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Excellent Golf Course

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Middlesex County— An Ideal Playground

By MABEL T. DUGAN

Executive Vice-President, Middletown Chamber of Commerce

PART II

RIVERS! Mountains! Lakes! Adventure! Romance! Freedom! A clarion call, high and clear, that breaks through to the primitive within us all. It is a persistent demand, clamoring to be heard above the roar and rush of our sixteen cylinder existence and if you are wise you will pause, listen to its urge and then put thought into action.

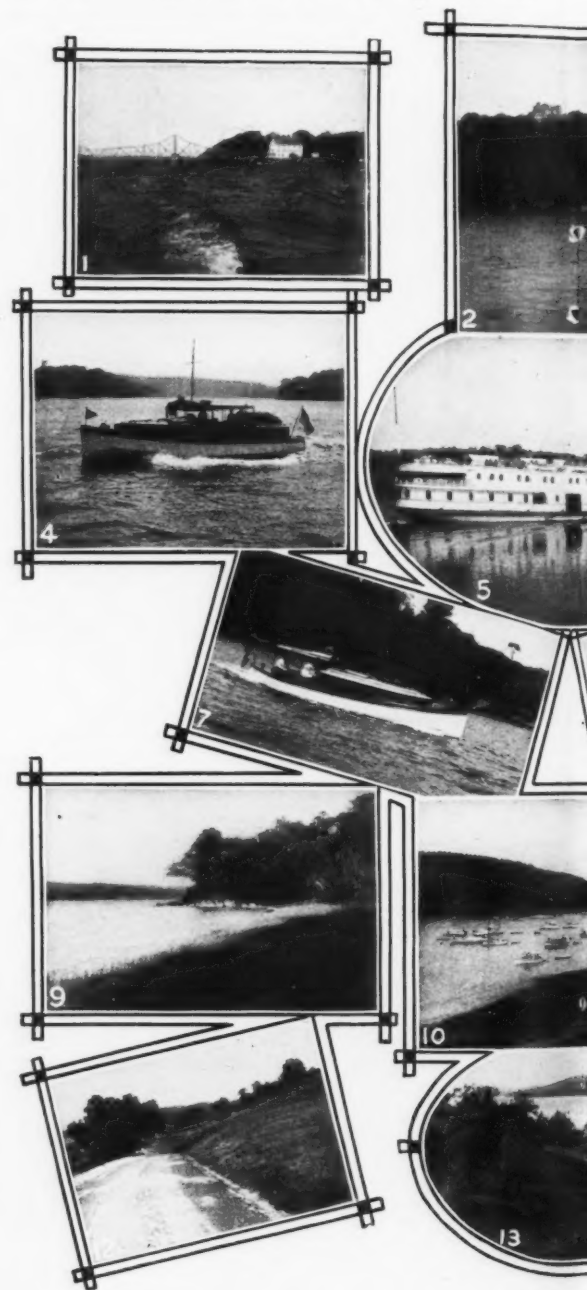
Lake Pocotopaug—The Devil's Hop Yard—Ninevah Falls—Hidden Lake—Beseck Lake—Great Hill—Lake Quonnipaug—Turkey Hill—Basham Lake—Candlewood Hill—Meshomassett Forest—Salmon River—Codfish Falls—Roast Meat Hill—Don't you feel the thrill—a tapping of light, gentle fingers, calling to you? Those names carry the memory of a rare charm to the initiated. They bring to mind the long, happy days spent fishing, boating, bathing, hunting, and hiking in these lovely spots, high in the smiling Connecticut hills.

Quite literally, all roads do lead to Middletown and Middlesex County, while over these newly finished highways the most up-to-date bus transportation makes available this territory to those, who do not choose, as yet, to own their own cars. Route Ten out of Hartford, through Middletown to Saybrook on the



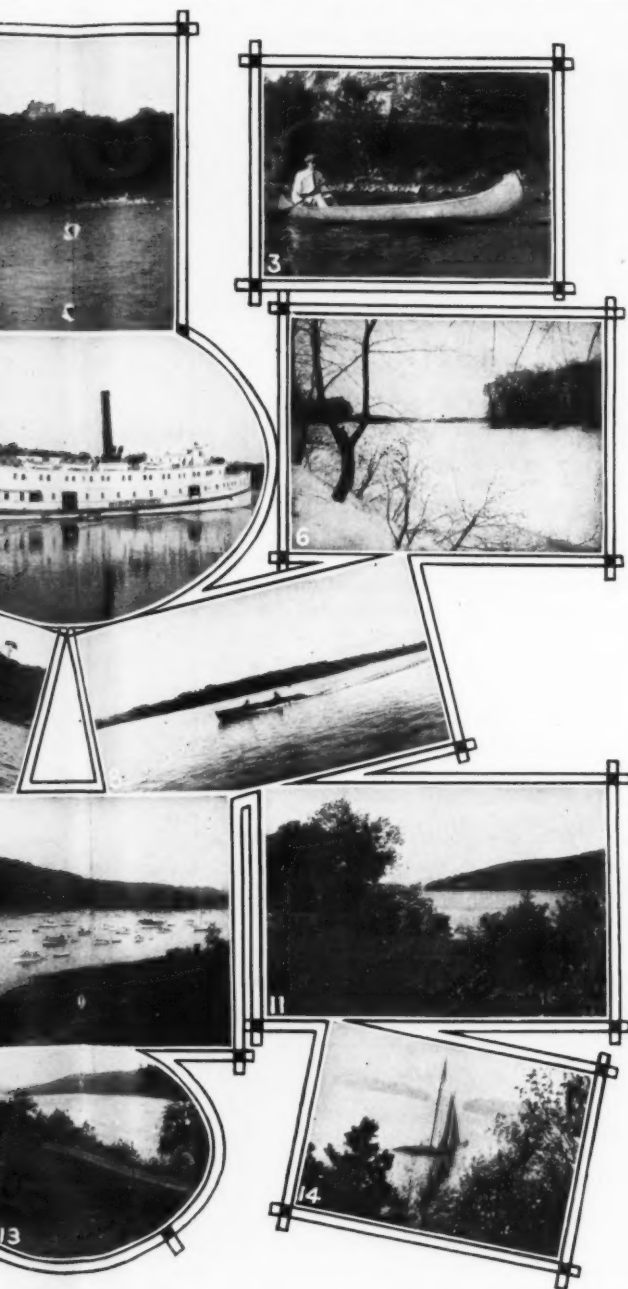
A Peach Orchard in Middlefield, Conn.

Sound, is one of the most beautiful scenic routes in the East. For a number of miles it parallels the Connecticut River, winding in and out through the very lovely, dignified old



1. State Highway Bridge, East Haddam. 2. Gillette's Castle, Hadly. 5. Steamer "Middletown" of the N. Y. & Hartford Line. 6. In winter Speed boats have plenty of room here. 9. A wooded point near Higganum. 11. Up stream from Higganum (Photo Peterson). 12. A river road (Photo Peterson) in the lower river.

towns of Cromwell, Higganum, Haddam, Chester, Deep River, Essex and Centrebrook, and finally into Saybrook, where it joins the rest of the world on the Old Boston Post Road.



1. Castle, Hadlyme. 3. Canoeing along the river. 4. Motor cruising near Middletown. 5. In winter dress—the river near Cromwell. 7. Off for a day on the river. 8. Near Higganum (Photo Peterson). 10. Regatta of the Middletown Yacht Club. 11. River road (Photo Spencer). 13. The railroad and the river, Haddam. 14. Becalmed



Stanton House, Clinton

Route 114 out of New Haven and through Durham to Middletown and on through Portland and East Hampton is now listed as the shortest route between New York and Boston.

The Connecticut River, commonly called "The American Rhine" is rapidly coming into its own. Last season the Eastern Outboard Motorboat Association held its regatta at Middletown. In October of this year Middletown will play host to the combined National and Eastern Outboard Associations, bringing to the Connecticut River the most important, as well as the largest, outboard races ever held in this country.

In addition to the many beautiful estates on either side of the river owned by Middlesex County folk, many other have been purchased within the past few years by residents of Hartford, New York, Boston and other large centers. The quiet grandeur of the hills, sloping to the river's edge and the calm, steady-moving river, cool, blue and sparkling, bring a peace and happiness that is so soothing and refreshing.

Middletown, the County Seat, is a typical New England city, combining conservative thought with progressive action, the result being a sane, unhurried procedure in its public and business affairs. Its Main Street, one of the widest in New England, is lined with up-to-date department stores and specialty shops, admirably suited to fill the needs of the thousands who spend their vacations throughout the county, either at the "Shore" or in the hotels and camps situated along the river or on the shores of the lakes, especially delightful Lake Pocotopaug in East Hampton.

To the history lover, Middlesex County is a veritable museum rich with Colonial treasure. In only one or two instances were towns settled later than 1700. This means that every small group made its definite contribution to the building of the nation. Major Jonathan

Meigs, hero of the Revolution, and Commodore Thomas McDonough, sea-hero of the Battle of Lake Champlain during the War of 1812, were both born in Middlesex County. There is not one town that cannot boast gallant action on the part of its men in the various engagements fought for freedom.



Some Beauty Spots

To the visitor it is possible that the rare charm of New England's Colonial homes will make its especial appeal. Countless generations of Middlesex County families have been born in the house originally built by the head of the family some two hundred years ago, mute testimony to the wisdom and forethought of these early settlers. Needless to say, these homes are filled with some of the most priceless American antiques.

So you see, that only untold happiness can come to the adventurer, faring forth, light-heartedly, to browse around a bit in Middlesex County. We who live here, welcome you.

The Castle Inn

"On the Cliff"

at CORNFIELD POINT

is what the name implies—a place of

Distinctive Individuality

Built originally for private use, the location, architecture and richness of the interior decorations and furnishings far surpass any public inn on the New England shores.

Special Features

Unobstructed view of Long Island Sound from every window—private balconies—tennis—boating—bathing—fishing—golf and dancing.

Private Parties -- Business Luncheons

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On the Connecticut

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fascination to the natural comforts and hospitality of the

Caters to Yachting Parties

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ESSEX, CONNECTICUT

Special Sunday Dinners

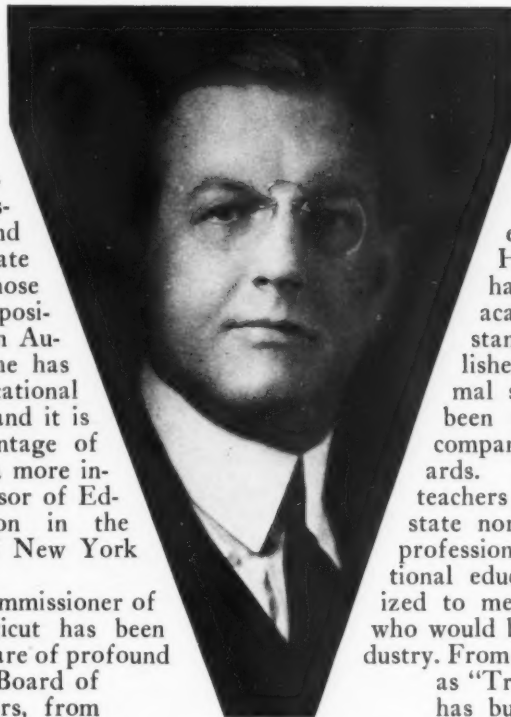
Connecticut Loses a Great Educator

By E. KENT HUBBARD

NO man in public life has ever contributed to the present and to posterity, in his particular field, more than has Dr. Albert Meredith, Commissioner of Education, and Secretary of the State Board of Education whose resignation from these positions became effective on August 1. For ten years he has rendered singular educational service to Connecticut, and it is to the distinct disadvantage of this state that he finds a more interesting field as Professor of Educational Administration in the School of Education of New York University.

His resignation as Commissioner of Education for Connecticut has been marked with a liberal share of profound regrets from the State Board of Education, from teachers, from manufacturers, and from many others who are familiar with his contributions. Connecticut has lost a leader whose personality and really brilliant endowments have been laid unstintingly in building the state's educational structure. That the State Board of Education, in 1919, selected wisely after a diligent search of many months, is borne out by the evidence which Dr. Meredith showed as an organizer and administrator.

Dr. Meredith is a graduate of Wesleyan University. He has held positions as principal of high schools, superintendent of city school systems, superintendent of county school systems, and prior to coming to Connecticut was Commissioner of Education for the State of New Jersey. Dr. Meredith came to Connecticut known to very few, but he entered upon his work with such sincerity of purpose, marked devotion to duty, and such rare ability that he soon won the confidence and high esteem not only of the teaching staff through-



Courtesy Bachrach

Dr. Albert Meredith

out the state, but also its citizens who manifested an interest in educational affairs.

Under Dr. Meredith's administration a high school education has been made the right of every Connecticut youth. High school standards have been raised. Minimum academic and professional standards have been established for teachers. The normal schools of the state have been re-organized with an accompanying elevation of standards. In-service training of teachers has been fostered and the state normal schools placed on a professional status. Trade and vocational education has been re-organized to meet the demands of those who would be properly trained for industry. From eight organizations known as "Trade Shops," Dr. Meredith has built up eleven, well-organized trade schools which are second to none in the United States. Supervisory service in the outlying districts has been improved

and stabilized. A comprehensive art program has been fostered both in normal and public schools. Health and physical education departments have been rejuvenated in accordance with the latest modern practices. A program of special education has been inaugurated to care for exceptional children and those housed in child-caring institutions. A department of research has been created to gather useful information for the benefit of all departments. The school year has been lengthened and in every department of the state's educational system real advancement has been made under Dr. Meredith's administration.

The standards of the secondary school have been so elevated during the last ten years that Dr. Meredith has been called to various sections of the country and to other countries as advisor in the establishment of standards for

such schools.

The administration of a state educational system is not an easy task. There are so many considerations which enter into proper educational administration and there are so many conflicting forces that extreme skill is required. Contrary to the impression given, which has emanated from certain quarters, Dr. Meredith was held in high esteem by the state administration. He was supported by the State Board of Education as far as the capability of that Board permitted. He was served by those under him with unstinting devotion and loyalty except in most isolated cases. The trade schools offered the most perplexing problem. There were those in the Legislature who would separate the trade schools from the state educational system. There were those on the staff of the trade school who felt that they were more competent than their superiors to lay down sound basic policy, but organized labor and organized industry as well as the citizens of the state in general visualize a trade school as an institution whereby young men and young women may fit themselves for direct earnings; where they may learn to use their hands as well as their minds; and where through a course of training they may be assured of a livelihood which otherwise might be more limited. Dr. Meredith's policy in connection with Connecticut's State Trade Schools is sound and it is the hope that his successor may continue this policy. Connecticut may well be proud of her educational system.

CATERING TO THE CHANGING FANCIES OF WOMEN

(Continued from page 7)

thinking of the color and the sheets in use in her home and not so much about the price. That, of course, gave the retailer an opportunity to get a legitimate profit from his sheetings which in the past had been neglected for lack of a good point on which to hang his argument.

Ensembles Aid Sale of Accessories

And not the least of the advantages that came to the retailer through colored sheets and bedding ensembles, was the opportunity to stress not only sheets but also all of the accessories that a woman would need to make her bedroom the smart modern place it should be. Bedspreads, blankets, and in some cases, furniture accompanied the sale of sheets. Of course, if you are going to use blue sheets on your bed, you want other articles in the room that match.

Colored sheets and the changed minds of women set a pace that other profit merchandise in the retail stores followed.

Packaging in Colors

In making this innovation in sheet styling, of course, a lot of care had to be taken. Seven standard pastel shades were selected for the merchandise. These were key colors. They blended well with any combination of furniture, wall or floor coverings. That made it easy to fill the desires of any woman. Of course, with new merchandise, it was necessary to present it to the woman in a little different way. So sheets and pillow cases made their appearance in attractive packages. The first improvement was a unique Toile de Jouy paper to wrap dozen lots of sheets. When these were stacked on retail shelves, they looked smart, whereas the old brown wrapping paper presented no attractive appeal at all. Very soon it was found that women liked the colored sheets so well that they wanted to give them to their friends. So the market soon saw sheets and pillow cases packed in gift boxes.

During the Christmas season, the sale of these was in full swing. There are few things as practical as sheets, and when color is added to them, there are few things quite as interesting, as a gift. This change of color, and packaging, and units of packaging, has reached a point where it is expected that men will very soon be influenced to purchase sheets.

Advice for the Future

To appease the changing tastes of women, you must change with them. But you can also change them. The merchandise must be styled to suit their present needs. The package must reflect the goods within. Then women must be told about the changes. Retail stores have got to recognize the significance of the change, and you must be ready always to develop from one change to another.

The textile business is now doing this. One New York store recently announced "Rose Printed" sheets. It shows though that there are interesting developments ahead. The mills see this. They are looking over their present facilities in relation to goods to be offered next year. The sales departments are laying plans to keep a step ahead of the change that women will reveal next. These manufacturers will help to shape it. By doing this, they meet the consumer half way. She gets the goods she wants. The manufacturer sells her the merchandise he wants. Changing together—makes both happy.



Courtesy New England Airways

The Warner Brothers Corset Company, Bridgeport, Conn.

INDUSTRIAL BRIEFS

Bridgeport Employees of G. E. Favor Unemployment Plan

It is understood that more than 2000 of the General Electric Company's 2200 employees in the Bridgeport plant have voted in favor of the creation of an unemployment fund which is being gradually adopted at the G. E. plant. Under this plan the workers contribute 1% of their weekly wages for a period of six months, and this together with additional contributions from the company guarantees payment of 50% of the average weekly earnings during lay-offs, for a period not to exceed ten weeks in any year. Although lay-offs are guarded against by every method known to management, this plan of protection against the inevitable, it is believed, will do much to allay the worry of employes during such periods. The General Electric Company is believed to be the first large New England manufacturing organization to introduce a plan of this kind.

Fuller Brush Company Head is Optimistic

Alfred C. Fuller, president of the Fuller Brush Company of Hartford, predicts an end to the current business slump in the fall of 1929 according to observations made from his own business. He states that the field force of the company have not been complaining of any increased difficulties in sales. He also believes that the tremendous reserve buying power of the country has been underestimated.

New Haven Gets Harbor Aid

The Rivers and Harbors Bill recently passed by Congress carries an item of \$17,000 to be expended on maintenance dredging in New Haven Harbor. This sum, it is believed, will be sufficient to restore a depth of 20 feet in the inner channel, the same depth in the inner anchorage area, and 12 feet in the west river arm of the harbor.

Connecticut Increases Exports by \$5,500,000

Exports of merchandise from Connecticut were valued at \$53,317,912 during 1929 compared with \$47,796,768 during 1928, which represents an increase of \$5,521,144, according to statistics recently made public by the Department of Commerce. Typewriters rank first, totalling \$6,523,143, and was followed in order by "other industrial machinery and parts" valued at \$2,531,901; brass and bronze manufactures, \$2,247,813; "other electrical machinery and apparatus," \$2,018,572; ammunition, \$1,803,382; and rubber tires, \$1,755,130.

Listed among the other products exported from Connecticut are musical instruments, soaps, printing machinery, engines for aircraft, lard, shell-fish, corsets, needles, cutlery, flashlights, batteries, locks and sewing thread.

Crane Company Holds World-Wide Celebration

The Crane Company, plumbing manufacturers, with their home office in Chicago and a branch plant at Bridgeport, Conn., celebrated its 75th anniversary on July 4th by a world-wide picnic attended by 85,000 people, scattered throughout the world.

The company was started by R. T. Crane as a small brass and bell foundry in a corner of his uncle's lumber yard in Chicago, July 4, 1855.

The chief celebration was held in Chicago where approximately 1,000 veteran employees, who had been with the company twenty-five years and over, and officials of the company

were gathered to help the 10,000 employees in Chicago observe the day.

Simultaneously the event was being celebrated in far off Rangoon, Burma, Paris, London, Colombo, Ceylon, Brazil, Mexico, Cuba and hundreds of other cities in the United States and Canada, where factories and sales agencies are located.

At the beginning there was no outstanding characteristic carrying forebodings of its tremendous future growth, but it has been said that the success of the company is not based entirely upon the ability of the founder, but on his clear-sightedness in gathering about him men of great talent. The creed of the founder was simple. "I am resolved to conduct my business in the strictest honesty and fairness; to avoid all deception and trickery; to deal fairly with both customers and competitors; to be liberal and just toward employees; and to put my whole mind on the business." This creed was more than a set of words; it was an ideal in which the young founder believed in implicitly, and carried wholeheartedly into his business.

The growth of the company came slowly at first, and the more striking developments did not come within the life of the founder. The Crane Company first won fame as a manufacturer of elevators, many of them still being in use in large business buildings, but is now known the world over for the high quality of its plumbing supplies.

Much of this creed has been practiced with employees, and can be measured by the fact that

LAST MINUTE FLASHES

Shippers of state want retention of Sound Lines by the New Haven Road according to testimony given at hearing in Hartford on July 28 and 29.

Matthew Woll, vice-president of the American Federation of Labor, seeks exclusion of Russian goods produced by forced or indentured labor. Senator Reed of Pennsylvania has also asked Secretary Mellon to place an embargo on anthracite and lumber from Russia.

The Acme Machine Company, a merger of Meriden and Wallingford firms, have started operations in Middletown.

Cuban Parcel Post Service is to be resumed September 1st. Consult Association for details.



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FLETCHER-THOMPSON, INC.

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SAMUEL M. GREEN CO.
SPRINGFIELD, MASS.

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fourteen directors average thirty-two years each in the service of the Crane Company; the twenty officials average thirty-two years; the thirty-six shop department managers average twenty years; superintendents and assistant superintendents, twenty-eight years; office department managers, twenty-seven years; branch house managers, eighteen years; foremen, twenty-seven years; assistant foremen, twenty-one years. Factories located in nine cities of the United States, Canada and England cover a land area of 375 acres, and a floor area of 147 acres. Branches and sales offices number 196 located in the United States, Canada, Great Britain, France, Belgium, India, Burma, Ceylon, Mexico, Cuba and Brazil. Employees number more than 20,000 and are housed in more than some 600 business buildings. More than 33,000 separate items are manufactured.

Sesamee Lock—A Connecticut Product

For more than fifty years Connecticut has pioneered the development of safeguarding valuables by means of locks. Each decade has witnessed some notable development of this movement to thwart those who utterly disregard "rightful owner possession." Corbin, Yale, Eagle, and Sargent are names which have become synonymous with the "safety of valuables" the world over.

Four years ago the Sesamee Company was formed in Hartford to manufacture keyless locks. Sesamee locks are the answer to the prayers of thousands of people who like to lock up valuables but find it difficult to locate their keys, for it is a keyless lock, oper-

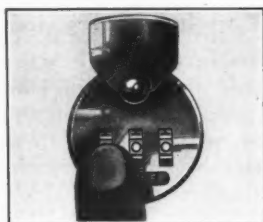


A window display showing nine different applications of the Sesamee Lock.

ated by a simple combination which the user can select and set himself, and also change to another in a few seconds and without tools.

As seen on the desk lock illustrated, there are three little wheels protruding through the face of the lock. When these are set to the prevailing combination the flap can be turned, unlocking the lock. Appropriate styles of Sesamee locks are available on a wide variety of articles such as Rolls Royce cars, Chance Vought, Boeing, Waco, and Aeromarine Klemm aircraft; Bell & Howell camera cases; "Allied" golf bags; National Cash Registers; Doten-Dunton, Kittenger, Yawman & Erbe, and other fine office furniture; Reed & Barton silver chests, fine luggage and briefcases; security boxes, steel lockers; and other articles where convenient security is desired. On all these, the user can use one secret combination instead of a bulky bunch of keys.

A great deal of "pioneering" was necessary during the first few years of the company's activities, but this is beginning to bear fruit now. Last year the company increased its business about 40% over the preceding year and the monthly average quantity of locks shipped thus far this year is 107% over the monthly average for all of 1929 in spite of the generally



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quiet business condition throughout the country. Recognition of the Sesame Lock by such companies as the New York Central Railroad, the National Cash Register Company, who have adopted it for use on their product; and Bell & Howell, is evidence that the lock is sound in principle and can expect a bright future.

The inventor was Major Meade Wildrick, a former Hartford boy and the directors are all men closely associated with Connecticut activities.

Hyde Made Dairy and Food Deputy

State Senator Robert E. Hyde, of Ellington, has recently been appointed Deputy Dairy and Food Commissioner to Assistant Commissioner William J. Warner. Mr. Hyde has had considerable practical experience in farming, as he owns and operates a large farm in Ellington, and has served twice in the House of Representatives in 1923 and 1927, and was senator for the 35th District in the 1929 session. He has also served as selectman, member of the Board of Relief and Republican town committeeman in Ellington for several terms.

Connecticut Loses Prominent Manufacturing Executives

During the past six weeks seven prominent Connecticut manufacturers have died. Their services to their respective companies, their communities, the state, and in many cases to the nation, were highly commendable and will stand as monuments to their memory. Serving as they did in

Answers to Questions

1. No.
2. Yes. 10% is added arbitrarily to the valuation arrived at by the assessor.
3. Yes. The Connecticut Compensation law is extraterritorial.
4. "Ad Valorem" is usually applied to a customs duty charged upon the value only of goods that are dutiable, irrespective of quality, weight, or other considerations. Such rates are expressed in percentages.
5. An affidavit is a written declaration under oath.
6. The detailed statement by the importer of the nature and value of goods entered at the customhouse and used for statistical purposes.
7. Eight.
8. "Not otherwise indexed by name."
9. The proprietor or owner of a wharf.
10. "Weighing & Inspection Bureau."

many different lines of industry, their loss will be felt keenly throughout the entire industrial area of Connecticut. Many of these leaders had served their organizations more than forty years, and had gained outstanding positions of prominence, not only in their own state but in the industries with which they were associated.

Professor William Henry Bristol, president of the Bristol Company, Waterbury and inventor of the Bristolphone, died at the New Haven Hospital of a heart ailment on June 18. Professor Bristol had an international reputation as a sci-

entist and inventor through the invention of numerous recording instruments and the Bristolphone, a device which synchronized sound and action in motion pictures. The Bristolphone invention exacted a great deal of energy and time, and was believed to have been instrumental in bringing about Professor Bristol's last illness. His other inventions included instruments for measuring temperature, pressure, electricity, speed, and time. The invention of the Bristolphone and its subsequent perfection cost nearly a million dollars in the construction of a fully equipped motion picture laboratory and studio in Waterbury.

Professor Bristol received his early education in the public schools of Naugatuck, and later graduated in 1884 from the Stevens Institute of Technology at Hoboken, New Jersey, with a degree of mechanical engineer. He later became a mathematics instructor and attained a professorship in Stevens. In 1899 he founded the Bristol Company to manufacture and market his inventions. Professor Bristol

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was considered by his colleagues as a mathematician and scientist rather than a manufacturer. He has attained an international reputation for devising automatic recording instruments, and although these instruments have an important practical value, the engineering world respects most of all his technical knowledge and remarkable inventive genius as a professional man. He ranks as one of the world's leading pioneers in the field of electrical mechanics.

Howard W. Light, president, treasurer and principal owner of the Union Pin Company of Winsted, died at his home on June 20. Mr. Light was stricken while working late in his factory Thursday, June 19. He is survived by his widow and two sons, George and Howard Light, both of Akron, Ohio.

Robert C. Montgomery, president of Long's Hat Stores, and vice-president of the Knox Hat Company, died at the Stamford Hospital on June 20 at the age of 43. He was ill for only a few days with pneumonia. Mr. Montgomery was a member of the Stamford Board of Safety, treasurer of the Stamford Yacht Club, and a director in the Knox Hat Company, Long Hat Stores, Inc., the Dunlap Company, the Byron Hat Company, and the United States Hat Machinery Company.

Marvin D. Edgerton, Bristol manufacturer and former member of the General Assembly, died at his home in Bristol of a heart attack. Mr. Edgerton was 67 years of age. He was born in Tolland, and later moved to Bristol in 1884, associating himself with the E. N. Welch Company. Later he became superintendent of the Bristol Manufacturing Company. At the time of his death he was proprietor of the Penfield Saw Works in Bristol.

William C. Fulton, 77, retired president of the Farrell Foundry and Machine Company, died at the Waterbury Hospital on July 2. Besides being retired president of the Farrell Foundry & Machine Company, Mr. Fulton had been a banker, former Park Commissioner, and one of the outstanding figures in Waterbury's industrial life. Probably his best known benefaction was the gift of Fulton Park to the city of Waterbury. He also made numerous other gifts to further beautify the park. Mr. Fulton who was a native of Brooklyn, N. Y., came to Waterbury in 1873, where he later in 1877 entered the employ of the Farrell Foundry & Machine Company. In 1880 Mr. Fulton was made secretary of the company. Later, on the death of Mr. Lewis, who was

manager of the company, Mr. Fulton was made president, which office he held until his retirement in 1919. He was also one of the organizers of the Waterbury Machine Company, which was later consolidated with the Waterbury Foundry & Machine Company.

Charles T. Dimond, 64, one of Norwalk's most prominent manufacturers, died at his home on July 9. For many years he was vice-president and general manager of the R. & G. Corset Company, and after its merger with Corsetry Inc., two years ago, became vice-president of the new company. He was widely known among manufacturers in the state, and was a member of the Governor's Foot Guard.

Waldo C. Bryant, founder and president of the Bryant Electric Company of Bridgeport, and nationally known as a leader in the electrical industry, died in Milwaukee on June 8. Leaders in the electrical industry of the country, members of the judiciary and medical fraternity, leaders in civic enterprises, and members of the Bryant Electric Company paid their last tribute at funeral services which were held at his home on June 11. There were sixty-six men acting as honorary pall bearers, all of whom had attained a position of prominence in their respective fields.

E. Kent Hubbard Made President of Outboard Association

President Hubbard was accorded new honors at a recent meeting of the Connecticut River Regatta Association when he was elected president of that organization. The Association formed by four of Middletown's boating enthusiasts last year, was incorporated on July 14 by Samuel S. Mattes, Stanley C. Atwell, and Winthrop C. Warner. The active members are E. Kent Hubbard, T. M. Russell, Sr., Phelps Ingersoll, Chas. J. Arrigoni, Dr. Frank K. Hallock, W. T. Wilcox, Jr., Minn S. Cornell, Jr., and T. M. Russell, Jr. According to the corporation papers the organization will seek to encourage, manage, direct, and conduct boat-racing, and also to promote boating of other kinds.

Governor Asks for Conference on Hawes- Cooper Bill

a general conference of states to work out a solution of the problem brought about by the Hawes-Cooper Act to limit the handling of prison-made goods in interstate commerce.

Governor Trumbull on July 2, at the Annual Conference of Governors, suggested

The act was termed by the Governor as a usurpation by Federal authority of state rights to meet their own individual prison problems. Governor Trumbull estimated that it would cost Connecticut \$600,000 annually in reorganization of prison industries. Governor John Hammill of Iowa placed the cost to his state at a million dollars.



New Pipelet

Gillette-Vibber Company Makes New Product

The Gillette-Vibber Co., New London, Conn., manufacturers of the "Gee-Vee" line of electrical fittings and other products has recently placed on the market a line of standard conduit fittings known as "Pipelets." These "Pipelets" have many advantages. They are interchangeable with several other standard lines. They have extra heavy hubs and maximum wiring space. They are made of cast iron with a superior "Electro Galvanized" finish. These "pipelets" are made in sizes 1/2" to 4". This is the only complete line of standard conduit fittings manufactured in Connecticut or New England.

Connecticut Keeps Within Budget

At the close of business June 30 preliminary figures disclosed that Connecticut had again lived within its income, making the eighth in succession without borrowing. This feat is all the more notable because a great deal of the county expenditure is carried on through the state treasury. It is a record without an equal except by the federal government.

Carpenter Company Buys Norwich Silk Mill

The Carpenter Manufacturing Company of Norwich purchased the mill property of the Schwarzenbach-Huber Company on Mechanic Street on July 1. This plant, operated for many years as a silk mill, will now be utilized in the manufacture of shade, picture cord, and hardware specialties. It is understood that the Carpenter Manufacturing Company will move all manufacturing operations to this newly equipped plant, and dispose of their present factory at a later date.

Russell & Erwin Making Hardware for Waldorf Astoria

The Russell & Erwin Division of the American Hardware Corporation is now work-

ing on an order for \$250,000 worth of door knobs to be used in the new Waldorf Astoria Hotel, now being constructed in New York. Special designs and gold-plate are being used on the larger part of the order. This is said to be the largest single order ever given to a factory for hardware of this character.

Goldner Elected Secretary of Russell Manufacturing Company

Peter J. Goldner, Assistant Secretary of the Russell Manufacturing Company in Middletown since 1923, was recently made secretary by the directors to succeed the late Henry W. Hubbard, who died a few weeks ago. Mr. Goldner has been in the employ of the Russell Company since 1921. Previous to his employment with the Russell Company he was connected with the Scovill Manufacturing Company of Waterbury.

O. B. North Company Leaves New Haven

An old-time industry, the O. B. North Company, makers of saddlery harness, was sold to the North & Judd Company of New Britain on June 26.

DOLLAR EFFICIENCY

Minneapolis-Honeywell Temperature Controls are installed in the following well-known manufacturing plants. They have improved conditions by maintaining even temperatures:

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 American Hardware Corporation, New Britain
 New Departure Corporation, Bristol & Meriden, Conn.
 National Folding Box Company, New Haven, Conn.

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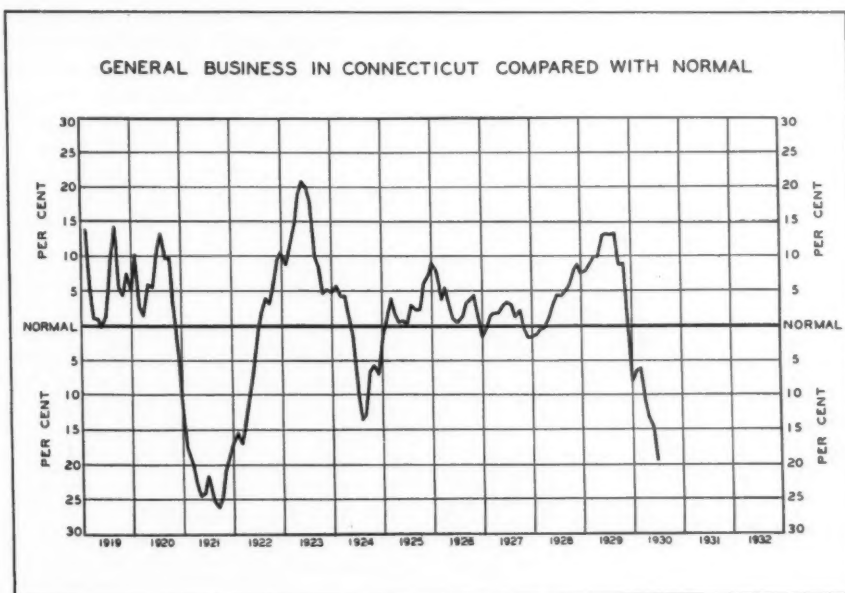
H. R. MICK

General Summary

General business activity in Connecticut maintained in June the sharp downward trend that has been in evidence nearly a year, and as shown on the accompanying chart, fell to the lowest point since October, 1921. Manufacturing activity in the principal cities of the State, measured by the number of man-hours worked in factories and freight car-loadings

creased in loadings in that period was of a purely seasonal nature.

In the United States, general business activity fell off in June and present indications are that a further decrease has taken place in July. In June, freight car-loadings and electric power production, indices of trade and manufacturing generally, fell well below the May level but contraction in steel ingot pro-



originating in Connecticut cities, decreased by considerably more than is usual at this period of the year. Cotton textile mills also reduced their output and, in comparison with normal, were less active than at any time since the middle of 1924. Employment in non-ferrous metal concerns turned up after falling steadily for several months. Bank debits to individual accounts and metal tonnage carried by the New Haven Road fell off slightly from May. Data for freight car-loadings in Connecticut for the first two weeks of July indicated that the de-

duction and automobile production was approximately normal. While available data point towards sharp curtailment in both industries in July, August is expected to show some improvement.

Wholesale prices were weak in June and fell off more than 2% on the average from May. Prices of the principal commodities remained weak in the first half of July but the declines taking place were relatively small. In the third week of July, strength was shown by silk, corn, rye, coffee, cotton and a few other products;

while this strength may be temporary and may be the result of the rapidity of previous declines, insofar as it halts these declines and tends to stabilize current price levels, it is beneficial and favorable to business recovery. Business recovery does not set in while prices are declining rapidly.

Financial

During the four weeks ended June 12th, business failures in Connecticut were 68% more numerous than in the corresponding period a year ago; on the other hand, net liabilities were 39% smaller. The number of new corporations formed was below last year but the total capitalization was considerably higher due to the incorporation of the United Aircraft & Transport Corporation of East Hartford for \$12,000,000. Real estate sales continued to run approximately 25% under last year but mortgage loans tended to increase and, in the four week period ended July 12th, were off only 4% from 1929.

Construction

The value of building contracts awarded in Connecticut during June reached a level higher, with the exception of May, 1928, than any other month on record, and brought the total for the first six months of 1930 to within 3% of the total for the same period of 1929. The unusually high activity was due, in part, to large contracts for educational buildings as well as to increases in commercial buildings and public works and utilities. Contracts for residential, industrial and all other buildings were in small volume. In the United States, contracts awarded in June showed an increase over last year because of several large contracts in the public utility field; for the six months period, new contracts fell off 13% from last year.

Labor and Industry

Manufacturing activity in Connecticut factories receded in June by more than the usual seasonal amount and reached a point some 21% below the estimated normal. While decreases were reported in all cities, the number of man-hours worked in factories in Bridgeport, New Britain and New Haven declined the farthest. Employees in Waterbury brass factories and in Torrington factories were decidedly fewer in number than a month earlier. On the other hand, employment in Bridgeport non-ferrous metal concerns, contrary to the

trend in the United States as a whole, decreased by less than the usual amount between May and June, and activity in Danbury hat factories was somewhat higher than a month ago. Waterbury reported that officials of the Scovill Manufacturing Company had voted a temporary decrease of 10% in the salaries and wages of all its employees, officials included; the cut was effective July 14th and affected approximately 4,500 employees.

Data from eight free public employment bureaus continued to indicate a large amount of unemployment. During the four weeks ended July 17th, 58% of the applicants for employment were placed compared with 66% in the same period a year ago. Skilled labor was in little demand and only 35% of these applying in this class were placed. Unskilled labor was benefited by demand from farms and tobacco fields.

Employment in manufacturing industries in the United States in June declined 2.4% from May whereas the usual decline is about 0.8%. Decreases in employment were pronounced in foundry and machine shop products, non-ferrous metals, machine tools, automobiles, agricultural implements, electrical machinery and silk, cotton, and woolen goods. Employment in petroleum refining, cement, and automobile tire concerns increased relative to the normal seasonal trend while employment in shipbuilding and the printing trades remained at a high level.

Trade

Retail trade in Connecticut was dull during June. Although a large number of "special" sales helped to bolster trade, sales of department stores dropped well below a year ago for the first time this year. Collections were poor but stocks of goods in the hands of retailers remained conservative.

Transportation

Compared with the estimated normal trend, freight car-loadings in Connecticut cities declined sharply in June. Car-loadings of copper, iron and steel, building materials, automobiles, cotton, merchandise and less-than-carload-lot freight were in small volume; on the other hand, a number of car-loadings of wool increased over a year ago. During the four weeks ended July 12th, car-loadings, originating in Connecticut cities decreased 17% from a year earlier; in the United States for the same period, there was a falling off of 14%.



Hurdling the Customs Barriers on Foreign Mailings

By ROBERTA P. WAKEFIELD

Senior Research Assistant, Bureau of Foreign & Domestic Commerce

PART I

AMERICAN manufacturers and merchants spend a tremendous amount of money on printed advertising matter and put much time and thought into the preparation of copy that will sell the public. When the manufacturer enters foreign trade he has new problems to face in the make up of his catalogues and other forms of printed advertising matter, for not only must such matter be translated into another language but the differences in foreign tastes and customs must be given active consideration.

Much of this extreme care may be wasted unless the exporter "knows the ropes" for getting his advertisements into the hands of his customers or prospects abroad. Many countries levy customs duties and other charges on advertising matter just as they do on a shipment of goods to be sold for consumption, unless the proper procedure is followed. Some countries go as far as to assess duty on single copies of advertising catalogues or other forms of advertising matter.

Since it is always desirable to place advertising matter without delay or inconvenience into the hands of the ones whom it is hoped to interest in the goods, particularly if the matter is unsolicited, the forwarder should

In this article, Miss Wakefield of the Bureau of Foreign and Domestic Commerce, tells how manufacturers can secure prompt clearance on advertising matter mailed abroad. Much of this literature, says Miss Wakefield, ends unread in the waste baskets of prospective customers on account of the inconveniences suffered in clearing the matter from the custom houses.

Part II of this article dealing with how to overcome South American restrictions, will appear in the August issue of *Foreign Trade Tips*.

Permission to use this article was given by *Export Advertiser*.

make himself familiar with the customs treatment of such parcels, the possibility of prepayment of customs and other charges, and the preferable method of shipping the packages.

It may be conceded at once that no customer abroad is pleased to have a notice of the arrival (by post or otherwise) of a dutiable parcel and then, after he undergoes the trouble of taking clearance of the article and makes payment of charges, to find that he

has to show for his pains only one or more catalogues of American or other "foreign" merchandise in which he is only slightly interested, if interested at all. Just such experiences create prejudice against the product where it might have proved to be just the article he would buy had not his sense of fair play been outraged. By a very slight play of the imagination, it will be seen that failure to take into account the customs regulations and other related conditions attending the entry of advertising matter into foreign countries, results only too frequently in the waste of valuable catalogues and other advertising matter. The prospect to whom the matter has been mailed quite logically will refuse to take delivery of a parcel on which there is unpaid duty, the contents of which are unknown to him or which even if

plainly advertising matter, is not wanted by the addressee.

The aim of every exporter when forwarding advertising matter abroad should be to place it in the hands of the firms or consumers whom he wants to interest in his product without payment of duty or other charges, and without the necessity of going to the customs or post offices to obtain its delivery. He will readily realize how unfavorable an impression is made by forcing the prospective customer to pay a charge on this advertising matter as well as by creating a loss of several hours of time as is required to clear a parcel post package in a number of countries. He must remember first and always to arrange for delivery of all unsolicited advertising matter to his customers without subjecting them to charges or annoyances if his mailings are to make a favorable impression upon their receipt. It is therefore necessary to inform himself in all particulars as to where duties are to be encountered and as to the best methods of forwarding in order to avoid such levies where it is possible to do so. Duties cannot actually be prepaid in the United States except on packages to certain of the British areas, but duty free delivery to the customer may be accomplished in other ways.

It must also be realized that in few countries is the situation exactly the same; a plan which works admirably in one country will not serve in another, and must be materially revised for a third. In the various European countries, however,—with which this present article deals—the customs treatment of advertising matter is less variable than in other sections of the world, and in general there is less likelihood of penalties on parcel post shipments. It may be depended upon in practically all European countries that single catalogues and small parcels of printed matter sent by the class of mail generally known as "Prints," at printed matter rates, will be delivered without cost and without customs formality, while parcel post packages will likely be subject to duty where duty is assessable on advertising matter under the customs tariff of the particular country.

If it is desirable to ship in larger quantities the duties must be paid. In such cases the services of a reliable freight forwarder or express company with offices in the country should be engaged to clear the shipment and distribute it to the various addresses within the country, billing the exporter for all expenses incurred. This may result in higher charges to the ship-

per, but it will at least insure safe delivery of the pamphlets, and avoid the loss of expressive advertising matter through refusal to accept the package or through various other causes which contribute to loss of "literature." This may also be done by securing a distributing agent within the country, such agent to clear the packages and attend to the free distribution of the contents, with a guarantee of reimbursement on the part of the shipper.

So much for my introduction. I have attempted to show why it is cogent that the manufacturer advertising abroad know thoroughly the customs regulations each country exacts on advertising matter received; I have outlined some of the methods that will facilitate the delivery of the matter to his foreign prospect. In the remainder of this article, I will list the customs regulations of each country in Europe on imported advertising matter; the procedure the advertiser should adopt for each country will, I believe, become self-evident.

Austria

Austria makes no provision in her tariff for duty-free admission of advertising matter of foreign firms, although it is understood that single catalogues and price lists or even small amounts of other printed matter sent as "Prints" will not be held for duty. Duty is assessed under item 250 of the customs schedule. On catalogues and price lists in one color the duty is 20 gold heller per kilo (1.84 cents per pound); if of more than 1 color 30 heller per kilo (2.76 cents per pound). On other advertising matter in one color the duty is 40 heller per kilo (3.68 cents per pound); if of more than one color, 80 heller per kilo (7.36 cents per pound). In each case there is an additional sales tax to be paid amounting to 15 per cent of the duty paid value. There is no difference in the duty when sent by parcel post, freight, or express, so that only the convenience of the shipper or his agent need be considered when determining the means of transportation. Parcel post service to Austria is not handicapped in any way.

Belgium and Luxemburg

Single catalogues, price lists and small amounts of advertising matter sent to Belgium and Luxemburg as "prints" are free of duty if the name of the Belgian distributor or agent does not appear. All advertising matter in bulk

is dutiable. The schedule is very detailed, having altogether 30 subdivisions with rates varying from 0.75 franc to 6.75 francs per kilo (about 1 cent to 8.5 cents per pound) according to the type of advertisement, the number of colors used in printing, and the grade of paper of which it is composed. The duty and customs formalities on bulk shipments are the same whether shipped by parcel post, freight or express.

Czechoslovakia

While all advertising matter is dutiable in Czechoslovakia single catalogues and price lists and very small quantities of other advertising matter sent by mail as "Prints" are not held for duty. If any considerable number of these packages are forwarded it is within the rights of the postal authorities to hold them for duty. In such cases a single package should be consigned to an agent to deliver free of charge to addressees, with expenses to be borne by the shipper. The duty is determined by the number of colors used in printing—one color only being dutiable at 4.20 crowns per kilo (5.65 cents per pound) and two or more colors at 10.80 crowns per kilo (14.98 cents per pound). Parcel post packages are at no disadvantage when employed for bulk shipments.

Denmark

Small quantities of printed advertising matter sent to Denmark as "Prints" are not subject to duty. Catalogues and price lists in other than Danish language are not subject to duty at any time. The duty on such pamphlets in Danish is 0.10 crown per kilo (1.2 cents per pound) and on other forms of advertising matter, is 0.30 crown per kilo (3.6 cents per pound) if unsewn or unbound, and twice that amount if sewn or bound. Parcel post may be used for bulk shipments without additional customs fees.

France

The French permit importation of small quantities of printed advertising matter by mail as "Prints" without payment of duties or sales taxes (2 per cent ad valorem) although assessing duty on parcel post, freight, or express shipments. These duties vary as in Belgium from 1.20 francs to 11.70 francs per kilo (2.11 cents to 21.06 cents per pound). The French customs assess the same duties on parcel post as on freight or express.

Germany

Single catalogues and price lists sent to Germany are free of duty and exemption is also granted to other forms of advertising matter weighing not over 8.8187 ounces (250 grams). The duty on catalogues and price lists in bulk and on other advertising matter in more than one color is 0.20 reichsmark per kilo (2.16 cents per pound) and on other advertising matter in one color 0.15 reichsmark per kilo (1.62 cents per pound). There is no customs discrimination against parcel post packages.

Greece

Catalogues and price lists are duty free in Greece but all other advertising matter is dutiable at from 0.80 drachma to 3 drachmas per kilo (7.04 cents to 26.4 cents per pound) when sent by parcel post, freight, or express, with addition octroi and other taxes amounting to about three fourths of the duty.

Hungary

All advertising matter is dutiable in Hungary, but single catalogues and price lists and very small quantities of other advertising matter sent as "Prints" are not held for duty. The duty on bulk shipments varies with the type of advertising and the number of colors used in printing, varying from 0.70 gold crown to 2.80 gold crowns per kilo (6.4 cents to 25.6 cents per pound). Parcel post packages are on the same duty basis as shipments by freight or express.

Italy

Trade catalogues and price lists in the Italian language are dutiable in Italy, those in other languages being free of duty. Other advertising matter is regularly dutiable except when sent by mail as "Prints" weighing as follows: Lithographed or similar printed materials not over 100 grams; printed books and pamphlets, catalogues and price lists in Italian, and printed advertising matter in general, not over 1000 grams (2.2 pounds). Bound catalogues are dutiable at 0.20 gold lira per kilo (about 1.8 cents per pound), printed or lithographed matter with decorations at 1 gold lira per kilo (about 8.8 cents per pound) and on other lithographs or prints in one color 1.20 gold lira per kilo (about 10.5 cents per pound), and in more than one color at 2 gold lira per kilo (about 18.5 cents per pound). Parcel post packages are on equal footing with freight or express.

(Continued in September issue)



Federal and State Legislative News

Congress Adjourns

Congress adjourned at 10:37 p. m., July 3, the House finishing its business one minute ahead of the Senate. Passage by the Senate of the Veterans' Federal Pension Bill by vote of 48-14 cleared the way for final adjournment. Shortly after 9:00 a. m., the morning of July 3 the Senate approved the conference report on the second deficiency bill which carried in addition to \$250,000 for the Law Enforcement Commission, \$10,660,000 for beginning work on Boulder Canyon and \$70,000,000 for other activities. For the first time during his administration President Hoover really became wary. He warned the Senate conferees, who finally acceded to House demands, to abandon their position in favor of the \$10 to \$60 pension rates, written into the measure by Senate Democrats and Republican independents.

Outcome of Major Bills Affecting Industry in the Last Congress

As a result of the outcome of six major matters which were contested before the respective congressional committees, industry is in a favorable position.

(1) Shipstead Injunction Bill was unfavorably reported to the Senate and will be taken up by that body early in the next session. President Green of the A. F. of L. has made the following declaration: "The American Federation of Labor has made the injunction its paramount interest in the coming election. We shall make injunction a test issue upon which we shall ask all candidates to declare themselves." This declaration also permits manufacturers to apply the opposite test to those seeking reelection.

(2) The Flexible Provision of the Tariff permits of a ready adjustment to equitable rates when factual evidence is brought to light by the Tariff Commission to substantiate claims. The President has ninety days from the passage of the Act in which to re-organize the Tariff Commission. It is understood that already several men are under consideration for these posts.

(3) All old age pension legislation remains in the House Committee on Labor and the hearings proposed by backers of this legislation before a similar Senate Committee were abandoned.

(4) The Dill Patent Bill, S-4442, reported to and passed by the Senate, was re-called from the House and the motion to re-consider goes over to the next session, with notice from Mr. Dill that he will move the substitution of an amended bill which strikes out the first section of the present measure.

(5) The bill, S-4357 to deprive federal courts of jurisdiction in diverse citizenship cases, reported from the Judiciary Committee of the Senate remains upon its calendar.

(6) Of the Wagner employment bills S-3059, 3060 and 3061, the first and third passed the Senate unanimously; the second, 3060, by 34 to 27. S. 3061 provides for further statistics on unemployment and S. 3059, for systematized plan of public instruction, greatly amended, passed the House under Suspension of Rules. S. 3059 remained in conference at the time of adjournment. S. 3060 providing for national employment agencies, which has been the center of the struggle, was reported by a majority of the House Judiciary Committee but denied Suspension of Rules and remains in the House.

Senate Now Convenes in Special Session

President Hoover called the special session of the Senate on July 4 to assemble on Monday, July 7, for a consideration of the London Naval Treaty. During the review of this complicated and technical document many Senators who were believed to be in accord with the President's views on passage have taken exception to certain articles of the treaty. Others who were thought to be in the opposition have come out boldly for ratification.

Senator Bingham took exception to Article 21 on the ground that it did not permit of an equitable arrangement with the United States to build cruisers in the class which is needed to

(Continued on page 39)

Market



Comments

Contributed by Paine-Webber & Co., believed to be reliable but not guaranteed

General Comment

At 1930 low on June 25, Dow-Jones industrial averages were only 6% above November bottom. Ensuing rally, which was best seen since May recovery, retraced 30% of June decline and market then sagged slightly in pre-holiday trading. Rally failed to gather any important following, since volume contracted as prices rose. In fact, share volume just before July Fourth was smallest in two years, and in proportion to number of listed shares, turnover was lowest since 1924. (On other hand, it should be noted that despite appearance of market dullness in recent sessions, total June trading volume on Stock Exchange established a new high record for month with 76,593,250 shares, compared with 69,547,510 in same month of 1929.)

Motor stocks as a group rallied less than other sections, probably due to approaching plant shut-downs and general immediate program of recession. Sears Roebuck, Goodyear, Johns-Manville and North American were among leading issues to break old 1930 lows while rest of market advanced. Other stocks notably lacking in energy were duPont, Radio and Standard Gas. Evidently rally was due to technical rather than fundamental causes, and should not be construed as evidence that readjustment of general market level has been completed. With turn of mid-year, it is now clear that numerous second quarter earnings comparisons will be worse than first three months, and probability is that third quarter earnings will be lower still.

Commodity prices, production and car loadings indexes continue their drift to lower levels. Bradstreet's wholesale price index declined 1.9% during June to lowest first of month level since November, 1915, representing a drop of 49.4% from all-time high attained February 1, 1920. Half-year pig iron production of 18,262,000 tons was 16% below output a year ago. Curtailment of blast furnace operations in June, with 20 furnaces blown out and only

one lighted, was greatest since December. Steel mill operations have dipped to lowest rate of year and will probably decline still further this month. Reports from bituminous and anthracite fields indicate production at lowest point since War, widespread unemployment, and large percentage of mines idle.

Reduction of 10% in salaries of Chrysler employees is in line with retrenchment policy of automotive industry. Aside from copper producers, who announced wage cuts for miners when copper price was lowered two months ago, few of larger companies have yet to inaugurate wage rate reductions. Copper prices have recently been further reduced to 11½ cents per pound. Cotton goods inventories continue rapid accumulation despite cooperative efforts of mills in North and South to reduce running time. Gain in June building contracts over last year is explained by abnormally large awards for natural gas pipe lines.

Farm commodity prices are now more than 14% lower than a year ago, when levels were considered so low as to constitute an "agricultural emergency." Farm income for year ended June 30 is estimated at about 900 millions less than in preceding 12 months. Wheat prices, now lowest since 1914, seem likely to decline still further. Department of Agriculture report on world outlook states "present prospect is that world wheat prices during next 7 years will average appreciably lower than in past 7 years." Smaller wheat exports (1929-30 volume lowest since 1911) and abundant yields have resulted in accumulation of largest stocks on record.

Virtually only important business indicators which are not "bear-ometric" at present are found in ease of money and credit.

Bear Market Parallelism

All recorded market movements are composed of two basic elements, price change and elapsed time. Analysis of the two great bear markets since War

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ANALYSIS OF THE APPRECIATION PROFITS which have accrued to stockholders in the past ten years emphasizes the high character of insurance investments. While isolated stocks of all classes have made notable gains, high appreciation has been, and apparently will continue to be, the rule rather than the exception in the case of insurance securities.

shows striking similarity as to magnitude of price change in successive phases, important distinctions occurring only in point of elapsed time.

Thus, from 1929 peak to bottom, Dow-Jones industrial averages surrender 48% of their value in short space of 2½ months, whereas drop of 47% consumed 21 months in 1919-1921 period. Also, rather consistent parallelism occurred as between component swings within these bear markets. Moreover, market performance since 1930 peak of April 21 is decidedly analogous to record of previous periods, if differences in time element are eliminated.

If 1930 low to date is to hold, it will be first time in 17 years and second time in record of Dow-Jones averages, dating back to 1897, that annual low occurred in June. If usual pattern is to be followed from here, a further downward readjustment in stock prices must occur before a definite base is established from which a broad upward movement can develop. Solely on basis of past record, it would appear that average prices have still to meet test of last November lows, and next important swing should have such test as objective.

Markets are made of price and time, but the greater of these is time! And in process of repeating itself, market history selects its own dates.

Low Money Rates

Prevalent ease of interest rates evidences

(1) slackness in demand for funds by business and (2) desire to stimulate revival of business activity. Six successive drops in New York Reserve Bank rediscount rate since market collapse last Fall have reduced rate to new historical low level. Most recent reduction was met by unfavorable market developments, indicating interpretation that authorities appreciate need for exertion of full force of easy money to temper or forestall any further recession of business. Time money rates, which ruled around 9% prior to October break and declined to 5% by end of year, now stand at 2½% to 3%. These levels and recent dip in call loan rate to 1½% (lowest since July, 1917) evidence lack of demand for such accommodation.

Following tabulation shows how substantially money rates in all departments have declined from levels prevailing a year ago:

MONEY RATE COMPARISONS

	July 3	
	1930	1929
Call Money	2½%	12%
Time, 90-day	2½%	7½%
Commercial Paper	3¾%	6%
Acceptances	2%	5½%
N. Y. Rediscount Rate	2½%	5%

Half Year Profits

reflect trend toward lower level in business in recent months, despite allowance for seasonal changes. Of 17 companies in subjoined table, 10 have earned an average of 54% less than in similar 1929 period. Six show increases which average 16%. Paramount, American Chicle and Hershey Chocolate are among latter and augur well to surpass 1929 earnings for 1930 full year.

Preliminary earnings reports for six months

Other companies on which definite figures are not available at this time have issued official bulletins on probable first half results. Coca-Cola expects 10% improvement over 1929. International Cement, Kelsey Hayes Wheel and Allied Chemical expect to equal 1929 first half earnings. Pullman and Hudson Motors will show a substantial reduction.

Company	Per Share Earnings		% Change Net Income
	First 6 Months 1930	1929	
American Chicle	\$2.14	\$1.98	+8.1
Archer Daniel-Midland	*1.74	*1.54	+22.0
Barnsdall	1.53	1.74	-12.1
Continental Motors	(d).42	.28	-243.0
du Pont	2.80	3.75	-28.2
Electric Auto-Lite	3.99	6.83	-35.5
Freeport Texas	\$2.51	\$2.57	-2.7
General Motors	2.34	3.38	-30.8
Hershey Chocolate	4.70	4.69	+0.5
International Shoe	1.75	1.68	+3.8
Liquid Carbonic	†2.41	†1.97	+22.6
Lakey Foundry	‡.12	‡.68	-67.0
Manhattan Shirt68	1.72	-60.2
Paramount Publix	2.85	1.77	+52.1
United Fruit	3.45	3.19	+8.1
U. S. Smelting	1.12	2.19	-28.4
U. S. Steel	6.50	11.72	-28.9

(d) deficit.

*9 months ended May 31.

‡6 months ended May 31.

†8 months ended May 31.

‡6 months ended Apr. 30.

||5 months ended May 31.

FEDERAL AND STATE LEGISLATIVE NEWS

(Continued from page 36)

adequately protect her international commerce. Article 21 provides that should Japan or Great Britain deem it necessary to build additional tonnage in the six inch gun cruiser class to protect their interests, the United States would be permitted to build equal tonnage in the same class. Senator Bingham insisted on having this clause amended in order to permit the United States to build equal tonnage in the eight inch class, but was defeated in the final overwhelming vote for complete ratification.

EXCHANGES

This department is conducted for the benefit of members without charge. Information concerning any kind of executive help will be furnished on request

Employment Service

INDUSTRIAL RELATIONS MANAGER—Age 36. Married. Has for the past five years been industrial relations manager for the largest company of its kind in Connecticut. Desires similar position with another company due to recent changes of policy in his present work. This man has many other notable accomplishments to his credit and can furnish a clean bill of sale to any interested purchaser of his services. Salary required, \$5,000 to \$6,900. For further information address P. W. 57.

Young man, 24, desires position in industry. Experience: 1923-26, secretarial, 1½ years with Senator George P. McLean of Connecticut; 1927 to present, foreign trade work with Bureau of Foreign and Domestic Commerce at Washington. 1926-30 evening school Georgetown University School of Foreign Service; knowledge of French, Spanish, export department procedure, foreign markets, etc. Detailed application on file at Association's Hartford office. Address P. W. 65.

GENERAL MANAGER—Young man, age 33. Married. Now general manager of concern employing 175, male and female, desires new position where larger opportunity exists. He has had high school, correspondence school and Columbia University training in accounting, two years army experience, eight years factory cost work, two years office and credit manager in the present concern, and is now general manager. His native ability, education, personality and accomplishments entitle him to consideration as a general manager or sales manager of a larger concern. Address P. W. 66.

SALES EXECUTIVE—Married man of 35 having broad contacts resulting from eleven years successful sales and executive experience with large manufacturing organization. Specially trained along export lines through duties embracing all phases of sales administration and management as assistant to overburdened executive, desires permanent connection preferably with southern Connecticut firm where exceptional qualifications, pleasing personality and high ability are prerequisites. Best recommendations. Salary less important than opportunity afforded. Address P. W. 67.

SALES ENGINEER AND PURCHASING AGENT—Due to a recent retrenchment policy in one of Connecticut's largest concerns, a man who has had ten years' experience with that company as sales engineer, assistant sales manager and sales manager of material handling equipment, is open for a position. He has also had seven years' experience as a purchasing agent and has spent two years in the jobbing business. Best of references are available. Address P. W. 68.

EMPLOYMENT MANAGER—Married man, age 36, who has acted as employment manager and assistant personnel man for a division of General Motors for the past eight years, desires a connection with a progressive Connecticut corporation in similar capacity. Work with former employers included compensation, employees' health and accident insurance, employees' trust and savings funds, industrial first aid and health problems, industrial safety and general

employe activities. References submitted to interested parties. Address P. W. 69.

FACTORY MANAGER WITH CAPITAL—An engineer and former factory manager of a metal working plant desires to invest from \$10,000 to \$20,000 in a plant of moderate size which has a promising outlook, with the understanding that he is to take charge of operations as general or factory manager. Would also consider taking over operation of a plant which has been unprofitable but which through good management and proper policies might again be made profitable. He is willing to take compensation, in this case, as a share in the gains made under his direction either in the form of money or stock in the company. This man is a skilled mechanic and mechanical engineer with a background of 15 years experience as factory executive from department foreman to factory manager and has also done some sales organization work. Although primarily interested in the manufacture of machined or stamped metal products, will consider products of wood, fabric or other materials whose technique is not too complicated. Address P. W. 70.

MANUFACTURERS' REPRESENTATIVE open for additional line automotive, radio, hardware, electrical to jobbers, department, chain stores, cosmetic manufacturers. Address P. W. 71.

ENGINEER—Age 25. Married. Graduate of Purdue University in Mechanical Engineering class of '27 is desirous of obtaining a position along industrial engineering lines or mechanical research. Experience has been along such lines in the foundry, steel, and silk mills. Address P. W. 72.

WANTED—750 or 1000 gallon steam fire pump. Address, Robertson Paper Box Company, Inc., Montville, Connecticut.

WANTED—CONTRACT WORK—A Connecticut manufacturer of coffee and tea percolators desires to make small articles on contract. Address S. E. 15.

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